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1965

ACREAGE -
MARKETING
GUIDES,

SUMMER AND
FALL VEGETABLES,
MELONS,
SWEET POTATOES



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Earlier editions of this publication were issued by the Agricultural Marketing Service. The name of the agency was changed to Consumer and Marketing Service, effective February 8, 1965.

F O R E W O R D

Prices guide the production of nearly all commodities. But the way in which this occurs often differs among industries. Non-agricultural products tend to have fairly rigid prices from month to month and manufacturers respond to changes in demand by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. Such price variation has been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their production is ready for market. When they find that outlets could absorb larger quantities than are being offered, growers cannot immediately make a substantial increase in their output to take advantage of the sales opportunity. What is more, growers are often equally powerless to adjust when they find their production too large. Vegetables are usually highly perishable and cannot be held from market for long to await more opportune sales conditions. Thus, supplies are at times insufficient to satisfy market requirements and prices are high. But more frequently, market needs are exceeded and commodities are sold at distress prices.

The sheer number of vegetable producers creates difficulty in making orderly industry adjustment to changes in market requirements. However, the nature of vegetable products makes far-sighted production planning at least as necessary as for many industrial goods.

Helping farmers make this needed planning is the objective of the Acreage-Marketing Guides program. The recommendations included in this publication are an effort by the U. S. Department of Agriculture to help growers cope with the problems of balancing the supply of each vegetable with the demand for it. Some production influences, such as extremes of the weather, refuse control. But growers have full control over their plantings. Thus they can contribute importantly to balanced market conditions by planting acreages which are likely to result in sufficient production to satisfy consumer needs, but insufficient to result in depressed prices.

One of the functions of the Consumer and Marketing Service of the USDA is the continuous study of markets for the various vegetables. On the basis of this study, commodity specialists develop recommendations of acreage levels which are likely to result in crops which equal market needs. In turn, these recommendations are reviewed by representatives of various other agencies in the Department who are well versed in the vegetable field. The final recommendations for 1965 summer and fall vegetables and melons are presented in this booklet. When growers have kept acreage within the levels recommended by the Department in the past, few marketing difficulties have been encountered.

1965 Acreage-Marketing Guides

Summer and Fall Vegetables for Fresh Market

Summer Melons and Sweetpotatoes

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1965 acreage of early summer carrots be reduced by 5 percent from the acreage planted in 1964, each grower of early summer carrots should reduce his plantings by 5 percent.

I. 1964 HIGHLIGHTS AND RECOMMENDATIONS FOR 1965

Summer Vegetables: Total plantings of summer vegetables were reduced slightly in 1964 from the level of the preceding year. And while unfavorable weather affected early crop development in some areas, severe drought conditions in the East and Midwest particularly reduced production potential. Yields of many commodities were affected. Aggregate production of the principal fresh market vegetables grown for summer harvest was 5 percent smaller than in 1963. Only the cucumber, escarole, garlic and spinach crops were larger than in the preceding year.

Despite the reduction in overall volume, a number of commodities encountered considerable marketing difficulty. Lettuce and onions proved notable examples during the early summer months as overlapping shipments resulted in periods of low prices for both these commodities. In general, however, marketing conditions were substantially better than usual for summer vegetables. All of the major summer crops except garlic and early summer carrots and onions recorded prices above the 1958-62 average. Gross returns totaled 271 million dollars in comparison with 266 million dollars returned by the moderately larger tonnage produced in 1963.

The 1965 aggregate acreage guide for summer vegetables for fresh market is a planted acreage 1 percent smaller than in 1964. With normal abandonment and average yields in 1965, total production would be about equal to that produced in 1964.

Summer Melons: Cantaloup plantings for summer harvest were reduced moderately in 1964. But yields were a little higher, particularly in California, and total summer crop production was only slightly smaller than a year earlier. Although cool spring weather delayed development of early summer crops in the Southeast and the West, little harvest overlap developed. As a result, prices received by growers in each seasonal group were significantly above average. Aggregate value of summer cantaloup production in 1964 was 38 million dollars compared to 39 million in 1963 and an average 34 million during the 1958-62 period. The 1965 guides recommend summer cantaloup acreages equal to 1964 in all states.

Both early and late summer watermelons returned higher average prices to growers than they had a year earlier. But as typically happens with this commodity, several instances of harvest overlap resulted in periods of low prices. During June, prices were weakened by overlaps with shipments from late spring areas. In addition, some bunching also occurred between shipments from early and late summer districts. The 1965 guide recommends acreages equal to 1964 in all early summer producing states. In late summer areas, however, growers are advised to reduce 1965 plantings by 5 percent.

Fall Vegetables: The 1964 fall season had much in common with that of the preceding year. Growers planted 261.9 thousand acres to fall vegetables for fresh market, nearly the same as the 261.1 thousand acres planted in 1963. Also, dry weather again affected the growth of fall crops, particularly in the East. Florida crops were also hindered by winds and rains which accompanied several hurricanes in 1964. But aggregate fall production was virtually equal to 1963.

The favorable marketing conditions which occurred during the summer continued into the fall months. Average prices for most commodities were above a year earlier. And with the exception of early fall lettuce, all commodities grown for fall harvest in 1964 returned prices above the 1958-62 average. In the case of early fall lettuce, excessive production resulted in low prices to growers during a substantial part of the season. However, markets for this commodity improved substantially during the late fall as the unusually light supply available from Arizona proved insufficient for needs.

In the aggregate, value of fall fresh vegetable production was 192 million dollars, up 11 percent from the 173 million dollars gross value recorded in the preceding fall. The 1965 guides recommend a 1 percent cut in total fall vegetable plantings. Assuming normal abandonment and average yields in 1965, aggregate production would exceed that of 1964 by 3 percent.

Sweetpotatoes: Acreage was reduced in 1964 by 9 percent and higher yields failed to offset this cut. Production was 3 percent below a year earlier. A favorable marketing season was recorded. The 1965 guide recommends no change in plantings. With average yields, this acreage would result in a crop about equal to that produced in 1964.

Specific acreage guide recommendations for each
commodity are as follows:

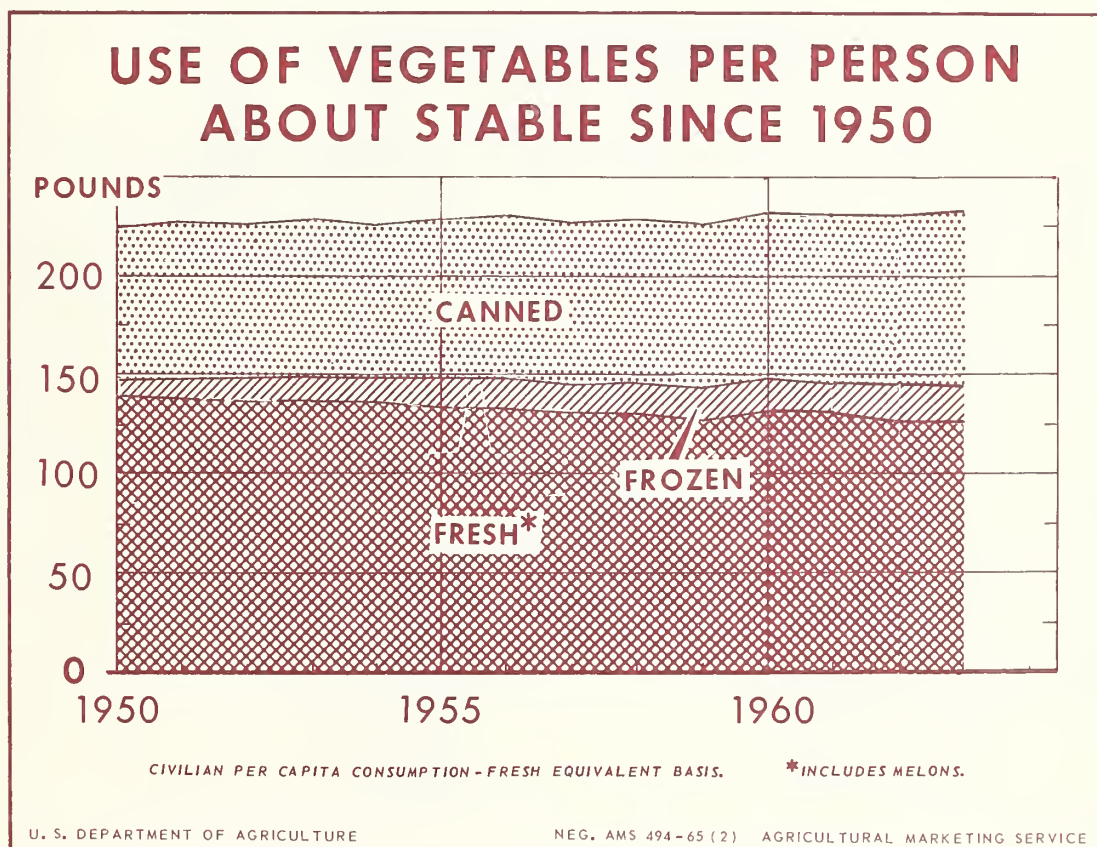
Commodity	: Percentage change in 1965 planted : acreage compared with 1964 <u>Percent</u>
<u>Summer Vegetables</u>	
Beans, Lima	No change
Beans, Snap	No change
Beets	No change
Cabbage (early)	Minus 5
Cabbage (late)	No change
Carrots (early)	Minus 5
Carrots (late)	No change
Cauliflower	No change
Celery (early)	No change
Celery (late)	No change
Corn, Sweet (early)	No change
Corn, Sweet (late)	No change
Cucumbers (early)	No change
Cucumbers (late)	No change
Eggplant	Minus 5
Lettuce	Minus 5
Onions (early)	Minus 5
Onions (late)	Minus 5
Peas, Green	No change
Peppers, Green (early)	No change
Peppers, Green (late)	No change
Spinach	No change
Tomatoes (early)	No change
Tomatoes (late)	Plus 5
<u>Summer Melons</u>	
Cantaloups (early)	No change
Cantaloups (mid)	No change
Cantaloups (late)	No change
Watermelons (early)	No change
Watermelons (late)	Minus 5

Specific acreage guide recommendations for each
commodity are as follows:
(Continued)

Commodity	: Percentage change in 1965 planted : acreage compared with 1964 <u>Percent</u>
<u>Fall Vegetables</u>	
Beans, Snap (early)	No change
Beans, Snap (late)	Minus 5
Broccoli	No change
Cabbage (early, fresh and processing)	No change
Cabbage (late)	No change
Carrots (early)	No change
Carrots (late)	No change
Cauliflower (early)	Plus 15
Cauliflower (late)	No change
Celery (early)	No change
Celery (late)	No change
Corn, Sweet	No change
Cucumbers (early)	No change
Cucumbers (late)	Minus 10
Eggplant	No change
Lettuce (early)	Minus 5
Lettuce (late)	Plus 5
Peppers, Green	No change
Spinach (early)	Plus 5
Spinach (late)	No change
Tomatoes (early)	No change
Tomatoes (late)	Minus 10
Sweetpotatoes	No change

II. DEMAND FOR SUMMER AND FALL VEGETABLES IN 1965

As the new year opened, continued gains in employment, income, consumer demand, and business investment supported the earlier outlook for further growth in output and general business activity through the summer and fall of 1965. The gain in gross national product and consumer income this year may be only slightly smaller than the large advances in 1964. Last year, rising employment and lower tax rates contributed to a gain of 7 percent in disposable personal income. Consumer purchases of food and other farm products rose around 5 percent from the year before. Reduced supplies of vegetables during 1964 resulted in slightly lower per capita consumption, particularly of fresh vegetables. But with increasing demands and higher prices received, cash receipts from marketings of vegetables during 1964 were sharply above a year earlier. A steadily rising population, and prospects for increasing employment and higher income per capita, point to continued strength in the demand for vegetables through summer and fall.



III. CANNED AND FROZEN VEGETABLES

Aggregate supplies of canned vegetables available for the 1964-65 marketing season appear to be moderately below those of a year earlier. The net reduction reflects smaller inventories of many items and suggests an overall improvement in supply balance. Stocks of lima beans, sauerkraut and peas are relatively light and those of snap beans, sweet corn and cucumber pickles are considerably below the heavy levels of the 1963-64 season. Stocks of tomatoes and tomato products appear to be as large as a year earlier and those of spinach and beets more than adequate. Holdings of frozen vegetables, available for marketing during the remainder of the 1964-65 season, are moderately below a year earlier. Among the major frozen items, only snap beans and spinach inventories exceed those of the preceding year.

Although disappearance is expected to continue at a high rate, total supplies of processed vegetables will be adequate to satisfy normal market needs during the summer of 1965. The situation during the fall will depend on 1965 packs.

1965 Acreage-Marketing Guides for Vegetables for Processing

Commodity	:	Percentage Change in 1965 Planted Acreage Compared with 1964 Percent
Beans, Lima (For Canning)		Plus 15
(For Freezing)		Plus 5
Beans, Snap (For Canning)		No change
(For Freezing)		Minus 5
Beets		Minus 5
Cabbage for Kraut <u>1/</u>		
Corn, Sweet (For Canning)		Plus 10
(For Freezing)		Plus 5
Cucumbers for Pickles		No change
Peas, Green (For Canning)		Plus 5
(For Freezing)		No change
Spinach (For Canning)		Minus 5
(For Freezing)		Minus 10
Tomatoes		Minus 5

1/ Included in total early fall crop (fresh market and kraut combined).

Summer Vegetables: 1965 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:		
	: 1965	: 1964	: 1958-62	: 1964	: 1964	: 1958-62	
	: Guide	: Prel.	: 1963	: Average	: Prel.	: 1963	: Average
	- - - Acres - - -				- - - Percent - - -		
Beans, Lima	11,050	11,050	12,000	12,410	100	92	89
Beans, Snap	30,220	30,220	31,710	34,340	100	95	88
Beets	1,200	1,200	1,150	1,270	100	104	94
Cabbage							
Early	7,530	7,930	7,930	7,760	95	95	97
Late	17,050	17,050	18,100	18,540	100	94	92
Carrots							
Early	6,800	7,200	8,800	7,120	95	77	96
Late	3,420	3,420	3,450	3,780	100	99	90
Cauliflower	3,250	3,250	3,650	4,210	100	89	77
Celery							
Early	3,870	3,870	4,080	3,920	100	95	99
Late	2,920	2,920	2,870	3,020	100	102	97
Corn, Sweet							
Early	39,300	39,300	38,000	42,400	100	103	93
Late	96,250	96,250	101,500	102,490	100	95	94
Cucumbers							
Early	6,800	6,800	6,600	6,620	100	103	103
Late	6,350	6,350	6,750	6,520	100	94	97
Eggplant	1,400	1,500	1,600	1,360	95	88	103
Lettuce	43,200	45,500	45,750	50,860	95	94	85
Onions							
Early	9,270	9,760	9,620	11,300	95	96	82
Late	57,000	59,950	58,650	58,950	95	97	97
Peas, Green	1,400	1,400	1,450	1,870	100	97	75
Peppers, Green							
Early	7,800	7,800	7,750	7,780	100	101	100
Late	17,950	17,950	19,050	18,840	100	94	95
Spinach	2,400	2,400	2,500	2,320	100	96	103
Tomatoes							
Early	42,250	42,250	42,500	44,720	100	99	94
Late	29,300	27,900	28,970	32,470	105	101	90
Total	447,980	453,220	464,430	484,870	99	96	92

Summer Vegetables: 1965 Probable Production with Comparisons

Commodity	: Production 2/				: Probable Production from		
	: Acreage Guide as percent of:						
	: 1965 1/	: 1964	: 1958-62	: 1964	: 1958-62		
	: Guide	: Prel.	: 1963	: Average	: Prel.	: 1963	: Average
	- - - 1,000 cwt. - - -				- - - percent - - -		
Beans, Lima	274	279	318	310	98	86	88
Beans, Snap	1,189	1,192	1,193	1,367	100	100	87
Beets	220	212	212	238	104	104	92
Cabbage							
Early	1,468	1,416	1,428	1,510	104	103	97
Late	3,341	3,191	3,701	3,610	105	90	93
Carrots							
Early	1,863	1,872	2,420	1,889	100	77	99
Late	773	688	815	791	112	95	98
Cauliflower	309	315	340	378	98	91	82
Celery							
Early	1,794	1,738	1,852	1,827	103	97	98
Late	973	970	963	950	100	101	102
Corn, Sweet							
Early	2,478	2,349	2,354	2,623	105	105	94
Late	5,761	5,680	5,829	6,004	101	99	96
Cucumbers							
Early	627	625	564	579	100	111	108
Late	502	506	503	482	99	100	104
Eggplant	176	165	168	175	107	105	101
Lettuce	9,850	10,267	10,626	9,799	96	93	101
Onions							
Early	2,091	2,304	2,070	2,262	91	101	92
Late	17,707	17,725	18,882	18,079	100	94	98
Peas, Green	51	47	47	69	109	109	74
Peppers, Green							
Early	290	294	284	271	99	102	107
Late	1,688	1,691	1,855	1,668	100	91	101
Spinach	119	121	115	112	98	103	106
Tomatoes							
Early	5,103	5,090	5,217	5,063	100	98	101
Late	3,041	2,840	3,086	3,239	107	99	94
Total	61,688	61,577	64,842	63,295	100	95	97

1/ Computed: Planted acreage guide for 1965 summer vegetables less normal abandonment, times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

Summer Melons: 1965 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:			
	1965 Guide	1964 Prel.	1963	1958-62 Average	1964 Prel.	1963	1958-62 Average	
-----Acres-----								
-----Percent-----								
Cantaloups								
Early	10,950	10,950	11,300	14,920	100	97	73	
Mid	63,700	63,700	65,000	65,880	100	98	97	
Late	13,650	13,650	14,150	15,000	100	96	91	
Watermelons								
Early	211,000	211,000	219,900	248,220	100	96	85	
Late	30,900	32,500	31,900	32,820	95	97	94	
Total	330,200	331,800	342,250	376,840	100	96	88	

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Summer Melons: 1965 Probable Production with Comparisons

Commodity	Production 2/		Probable Production from Acreage Guide as Percent of:			
	1965 1/ Guide	1964 : Prel.	1963 : Average	1964 : Prel.	1963 : Average	1958-62 : Average
-----1,000 cwt.-----						
-----Percent-----						
Cantaloups						
Early	558	561	570	99	98	76
Mid	7,304	7,442	7,415	98	98	104
Late	1,055	1,066	1,119	99	94	94
Watermelons						
Early	14,966	15,199	15,883	98	94	88
Late	3,640	3,599	3,933	101	93	92
Total	27,523	27,867	28,920	99	95	92
1/ Computed: Planted Acreage guide for 1965 summer melons less normal abandonment, times average yield.						
2/ Includes some quantities not marketed. See individual tables for particulars.						

1/ Computed: Planted Acreage guide for 1965 summer melons less normal abandonment, times average yield.
2/ Includes some quantities not marketed. See individual tables for particulars.

Fall Vegetables: 1965 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:			
	: 1965	: 1964	: 1963	: 1958-62	: 1964	: 1963	: 1958-62	
	: Guide	: Prel.	: Average	: Average	: Prel.	: Average	: Average	
	- - - Acres - - -				- - - percent - - -			
Beans, Snap								
Early	13,550	13,550	14,950	14,880	100	91	91	
Late	12,400	13,100	10,500	14,880	95	118	83	
Broccoli	23,000	23,000	24,350	23,610	100	94	97	
Cabbage								
Early <u>1/</u>	32,040	32,040	32,290	33,230	100	99	96	
Late	2,700	2,700	2,900	3,740	100	93	72	
Carrots								
Early	21,510	21,510	24,380	21,340	100	88	101	
Late	6,700	6,700	6,700	8,880	100	100	75	
Cauliflower								
Early	6,030	5,240	6,400	7,870	115	94	77	
Late	8,400	8,400	8,400	7,080	100	100	119	
Celery								
Early	1,760	1,760	1,890	1,980	100	93	89	
Late	5,700	5,700	5,400	6,940	100	106	82	
Corn, Sweet	12,000	12,000	11,900	12,320	100	101	97	
Cucumbers								
Early	7,650	7,650	8,100	7,620	100	94	100	
Late	5,900	6,600	6,500	6,300	90	91	94	
Eggplant	850	850	800	1,140	100	106	75	
Lettuce								
Early	35,900	37,800	37,500	33,730	95	96	106	
Late	18,800	17,900	18,900	22,640	105	99	83	
Peppers, Green	7,300	7,300	7,100	6,970	100	103	105	
Spinach								
Early	4,500	4,300	4,800	5,420	105	94	83	
Late	1,650	1,650	1,700	1,580	100	97	104	
Tomatoes								
Early	19,400	19,400	17,000	20,700	100	114	94	
Late	12,000	13,300	10,800	10,920	90	111	110	
Total	259,740	262,450	263,260	273,770	99	99	95	

1/ Includes processing.

Fall Vegetables: 1965 Probable Production with Comparisons

Commodity	Production 2/				Probable Production from		
					Acreage Guide as percent of:		
	1965 1/	1964	1958-62	1964	1958-62		
	Guide	Prel.	1963	Average	Prel.	1963	Average
	- - - 1,000 cwt. - - -				- - - percent - - -		
Beans, Snap							
Early	554	532	589	575	104	94	96
Late	424	357	374	467	119	113	91
Broccoli	1,138	1,150	1,215	1,104	99	94	103
Cabbage							
Early 3/	8,120	7,389	8,208	8,214	110	99	99
Late	386	402	412	430	96	94	90
Carrots							
Early	5,601	5,606	5,604	5,282	100	100	106
Late	2,017	1,910	2,010	2,565	106	100	79
Cauliflower							
Early	510	436	551	589	117	93	87
Late	882	882	882	700	100	100	126
Celery							
Early	574	520	628	607	110	91	95
Late	2,953	2,964	2,835	3,023	100	104	98
Corn, Sweet	586	522	615	635	112	95	92
Cucumbers							
Early	661	689	692	608	96	96	109
Late	653	671	675	649	97	97	101
Eggplant	101	104	94	102	97	107	99
Lettuce							
Early	5,735	6,106	5,913	5,110	94	97	112
Late	3,008	2,506	2,930	3,484	120	103	86
Peppers, Green	571	596	534	476	96	107	120
Spinach							
Early	243	214	260	273	114	93	89
Late	84	86	99	71	98	85	118
Tomatoes							
Early	3,395	3,395	2,720	3,562	100	125	95
Late	1,485	1,521	1,468	1,012	98	101	147
Total	39,681	38,558	39,308	39,538	103	101	100

1/ Computed: Planted acreage guide for 1965 fall vegetables, less normal abandonment, times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

3/ Includes processing.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Lima Beans - Summer

(New York, New Jersey, Maryland, North Carolina, Georgia and Alabama)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

11,050 1/ 25 274

Background Statistics

1964 Prel.	11,050	11,050	25	279	9.69	2,704
1963	12,000	12,000	26	318	8.57	2,726
1958-62 Average	12,410	12,400	25	310	8.42	2,603

1/ 1958-62 average yield.

Comments: Acreage of lima beans for summer marketing has decreased moderately each year since 1960. In 1964, plantings were reduced by 8 percent from the preceding year and were the smallest since 1958. Inadequate moisture caused problems for growers in 1964. Crop development was delayed substantially. This precluded an overlap with supplies grown in spring-crop areas, and contributed to high early-season prices. Furthermore, shipments moved to market in an even flow, and returns held at high levels through the summer months. For the season, they averaged 13 percent above a year earlier and were substantially above average.

Per capita consumption of fresh lima beans has followed a long-term downward trend as processed limas have gained popularity. Population increases have only partially offset this trend. A summer acreage equal to 1964 should provide sufficient supplies for fresh market needs in 1965.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1958-62 average yield, will result in a production 2 percent less than in 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Snap Beans - Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
Pennsylvania, Ohio, Illinois, Michigan, Virginia, North Carolina,
Georgia, Tennessee, Alabama and Colorado)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest: Per Acre : Production:Price : Value				
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

30,220 1/ 41 1,189

Background Statistics

1964 Prel.	30,220	29,020	41	1,192	8.93	10,645
1963	31,710	29,910	40	1,193	8.78	10,469
1958-62 Average	34,340	33,200	41	2/ 1,367	7.73	10,676

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 36 in 1958 and 44 in 1959.

Comments: The long-term decline in total summer snap bean acreage continued in 1964. The largest reduction occurred in New York, but significant cuts were also made in several other states. Only North Carolina and Ohio recorded larger plantings than in the preceding year. Although unusually dry weather was a problem in parts of the South during June, early crop development was generally favorable. Drought conditions also affected areas of the East and Midwest during the summer months. These conditions precluded the development of high yields, but in general tonnage per acre was about equal to average. Total production for the group was nearly identical to that recorded a year earlier. The moderate-sized crop moved to market in an orderly manner and prices in all the commercial summer states exceeded average levels.

Supplies of processed snap beans will be sufficient to meet anticipated needs in 1965. Thus, requirements for fresh snap beans are likely to be about the same as in the summer of 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1958-62 average yield, will result in a production about equal to 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Beets - Summer

(New Jersey and Pennsylvania)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value				
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

1,200 1/ 183 220

Background Statistics

1964 Prel.	1,200	1,200	177	212	3.73	790
1963	1,150	1,150	184	212	3.27	694
1958-62 Average	1,270	1,270	187	238	2.98	704

1/ 1960-64 average yield.

Comments: Summer beet production in 1964 was equal to 1963 but 11 percent below average. Harvest of the New Jersey crop started in early June and peaked about mid-month. In Pennsylvania, early seedings germinated well but lack of moisture affected stands and growth of later plantings. Movement in that state started in late June. The hot, dry weather also affected the New Jersey crop. And although most New Jersey acreage is irrigated, yields in that state were below average levels. Producers were able to market their crops under generally favorable conditions throughout the season. The season average price received by growers for summer beets in 1964 was 14 percent above 1963 and a fourth above average.

The market demand for fresh beets is not expected to change significantly during the next year. Under normal conditions, a 1965 acreage the same as in 1964 would provide adequate supplies.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1960-64 average yield, will result in a production slightly larger than 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cabbage - Early Summer

(Massachusetts, Rhode Island, Connecticut, New York (Long Island),
New Jersey, Ohio, Minnesota and Virginia)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and

Probable Production

(planted acreage 5 percent
less than in 1964) 7,530

1/ 199

1,468

Background Statistics

1964 Prel.	7,930	7,780	182	1,416	3.17	4,495
1963	7,930	7,630	187	1,428	2.48	3,542
1958-62 Average	7,760	7,590	199	<u>2/</u> 1,510	2.20	3,322

1/ 1958-62 average yield.

2/ Includes 40,000 cwt. not marketed in 1958 and excluded in computing value.

Comments: Early summer cabbage production in 1964 was slightly below 1963 and 6 percent less than average due to lower yields. New Jersey and Minnesota growers increased acreage moderately, but reductions in Ohio and Virginia were offsetting. Total acres planted remained the same as 1963. Hot weather and lack of rainfall from late May through July reduced head sizes and yields on non-irrigated cabbage in the New England states and New Jersey. Harvest started in mid-June and peaked in mid-July in the New England area. Both New Jersey and Ohio began active shipping in the first week of June and peaked three weeks later. Virginia harvest started in late July. Prices benefited from the reduction in crop size as well as lesser competition from late spring areas. Total value of the early summer crop was about one-fourth above 1963.

With good harvest timing, 1965 markets should be able to absorb a moderately larger supply of early summer cabbage than was available in 1964. With average yields, however, a sufficient increase could be attained on a moderately smaller acreage.

1965 Guide: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with normal abandonment and a 1958-62 average yield, will result in a production 4 percent larger than in 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cabbage - Late Summer

(Pennsylvania, Indiana, Illinois, Iowa, North Carolina, Georgia,
Colorado, Washington and California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

17,050 1/ 202 3,341

Background Statistics

1964 Prel.	17,050	16,450	194	3,191	2.73	8,722
1963	18,100	17,900	207	3,701	1.94	7,164
1958-62 Average	18,540	17,970	201	2/ 3,610	1.79	6,413

1/ 1959-63 average yield.

2/ Includes 40,000 cwt. not marketed in 1962 and excluded in computing value.

Comments: Total 1964 acreage of cabbage for late summer harvest was 6 percent below a year earlier. The only state to increase acreage in 1964 was California, which added 100 acres. Total production was down 14 percent from 1963, with every state showing a decrease. Dry weather affected the crops in Pennsylvania, Indiana and Illinois where active harvest began in early June. Yields were below average as they had been in early summer areas, and the reduction in available supplies resulted in an unusually strong market throughout the summer. Average prices recorded by late summer growers were 41 percent higher than in the preceding year.

Market requirements for 1965 late summer cabbage are not expected to change significantly from 1964. Growers should be able to find adequate outlets for a production moderately above 1964. However, with normal abandonment and average yields, sufficient tonnage would be produced on the same planted acreage as in 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 5 percent more than 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Carrots - Early Summer

(California)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage 5 percent less
than in 1964)

6,800

1/ 274

1,863

Background Statistics

1964 Prel.	7,200	7,200	260	1,872	3.66	6,860
1963	8,800	8,800	275	2,420	2.77	6,692
1958-62 Average	7,120	7,120	267	1,889	4.19	7,903

1/ 1960-63 average yield.

Comments: Following two years of heavy plantings and low prices, California growers reduced carrot acreage for 1964 early summer harvest by 18 percent. The season was delayed by cool weather, and this helped to reduce overlap with shipments from earlier areas. But the weather did not substantially affect yields. Tonnage per acre was only slightly below average. And while production was considerably smaller than the extremely large 1963 crop, it was about equal to 1958-62 average. Light harvest got underway in the Santa Maria district in mid-May. Pulling began in the Salinas Valley in early June; peak volume was reached in mid-July. Prices decreased as shipments increased; lowest levels were recorded in late June and early July. For the season, prices were substantially below the 1958-62 average.

Production in 1964 was substantially below that of the preceding year. Prices were substantially higher, reflecting the advantage of this adjustment. However, it appears that a further acreage reduction is warranted to bring potential supplies in line with market needs. With average yields, a crop about as large as that produced in 1964 can be grown on a moderately smaller acreage.

1965 Guide: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with no abandonment and a 1960-63 average yield, will result in a production about equal to 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Carrots - Late Summer

(Massachusetts, New Jersey, Ohio and Colorado)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

3,420 1/ 238 773

Background Statistics

1964 Prel.	3,420	3,320	207	688	4.71	3,240
1963	3,450	3,350	243	815	3.46	2,821
1958-62 Average	3,780	3,560	223	791	3.17	2,502

1/ 1960-63 average yield.

Comments: Late summer carrot plantings were reduced slightly in 1964; a moderate reduction in New Jersey acreage more than offset a slight increase in Massachusetts. Dry weather affected crops in all areas. Conditions were most severe in New Jersey, and yields in that state were 30 percent below those of a year earlier. As a result of the weather problems, production for the group was substantially below average and was the smallest since 1959. Light movement began from New Jersey in early July. Northern Colorado harvest also got underway in early July, but pulling in the San Luis Valley did not begin until mid-August. The delay in the start of harvest and the reduced supply available had a pronounced effect on prices received during the 1964 season. Returns for July sales were moderate, but markets strengthened through the season and reached high levels in late August and September. For the season, prices averaged more than a third higher than a year earlier.

Potential outlets for late summer carrots are limited by competition from supplies grown in California. This competition did not seriously affect sales of the small late summer crop produced in 1964. With average yields in 1965, however, the production from an acreage equal to 1964 would be sufficient to fill the market potential for this crop.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1960-63 average yield, will result in a production 12 percent larger than in 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cauliflower - Summer

(New York, Colorado and Washington)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (1,000 cwt.))	

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

3,250 1/ 101 309

Background Statistics

1964 Prel.	3,250	3,100	102	315	6.42	2,022
1963	3,650	3,400	100	340	6.37	2,166
1958-62 Average	4,210	3,930	96	378	6.18	2,331

1/ 1960-64 average yield.

Comments: Washington plantings were unchanged from 1963 but the long-term decline in New York and Colorado acreages continued. Total summer acreage was a tenth less than in 1963 and 23 percent below the 1958-62 average. Crops in the Eden Valley and the Catskill areas of New York developed well. Supplies were available from these districts from mid-June through early August. Cool, dry weather affected yields and caused an extended delay in the maturity of later crops in Upstate New York. Favorably cool weather in Washington permitted the development of a large crop of excellent quality. But unusually dry conditions in Colorado affected growth in that state. Prices were high during August because of the limited volume available. A brief price decline followed, but this was sharply reversed by the delay of marketings from Long Island areas, and prices again reached high levels during September.

During the past two seasons, delay of Long Island harvests resulted in reduced competition for late movement of summer crops, and contributed substantially to the success of the marketing seasons. Under normal conditions, this competition can be expected to be a greater factor in 1965. Thus, an acreage equal to 1964 should result in a sufficient volume for summer markets.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 2 percent less than in 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Celery - Early Summer

(Massachusetts, Ohio, Michigan and California)

Year	: <u>Acreage</u> :	Yield	:	:	:
	: <u>Planted:For Harvest:</u>	<u>Per Acre</u>	: <u>Production:</u>	<u>Price</u>	<u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

3,870 1/ 473 1,794

Background Statistics

1964 Prel.	3,870	3,770	461	1,738	4.59	7,970
1963	4,080	4,080	454	1,852	3.85	7,139
1958-62 Average	3,920	3,810	479	1,827	3.76	6,830

1/ 1961-64 average yield.

Comments: Acreages in Michigan and Ohio equalled 1963 levels. But largely due to reductions in plantings and yields in California, total production in 1964 was moderately smaller than in 1963. In all areas, harvest timing was normal. Cutting was active in Michigan by late June, and in New York, volume was available early in July. Shipments from California were maintained in good balance during the early summer season, thus continuing the even flow shown by winter-spring marketings. Prices were high throughout the season, and gross value of the crop was 17 percent above the 1958-62 average.

With normal harvest timing in 1965, growers of early summer celery may experience more competition from an overlap of marketings of spring-crop supplies. Nevertheless, the production from an acreage as large as in 1964 should be in balance with anticipated 1965 market requirements.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 3 percent more than in 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Celery - Late Summer

(New York, Colorado, Washington and New Jersey)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000)
				cwt.)	

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

2,920 1/ 340 973

Background Statistics

1964 Prel.	2,920	2,800	346	970	4.67	4,529
1963	2,870	2,850	338	2/ 963	3.53	3,300
1958-62 Average	3,020	2,940	323	950	3.79	3,603

1/ 1962-64 average yield.

2/ Includes 29,000 cwt. not marketed in 1963 and excluded in computing value.

Comments: Acreage and production in New Jersey declined moderately in 1964, continuing the long-term downward trends. Due to an increase in yields, production in New York was moderately above the 1963 total; crop levels in Colorado and Washington were the same as in 1963. Late summer celery growers experienced favorable markets in 1964; average prices received by growers were a third higher than in the preceding year. The favorable markets were due in part to the moderate supply produced for late summer marketing. But a reduction in competing shipments originating in early summer and early fall producing areas was also an important contributing factor.

Marketing opportunities for late summer growers will continue to be affected by competitive supplies originating in California. The production from an acreage in 1965 equal to 1964 should be adequate for market needs.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production about equal to 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Sweet Corn - Early Summer

(New Jersey, Missouri, Kansas, Virginia, North Carolina,
Oklahoma, Kentucky, Arkansas and California)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted</u> : <u>For Harvest</u> :	: <u>Per Acre</u> :	: <u>Production</u> :	: <u>Price</u> : <u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

39,300

1/ 65

2,478

Background Statistics

1964 Prel.	39,300	37,200	63	2,349	4.01	9,412
1963	38,000	36,800	64	<u>2</u> / 2,354	3.82	8,993
1958-62 Average	42,400	40,620	65	<u>2</u> / 2,623	3.81	9,956

1/ 1961-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 50 in 1962 and 2 in 1963.

Comments: Acreages in New Jersey and California, the major sources of early summer supplies, were increased in 1964. Growers in Oklahoma, however, cut plantings sharply. The total acreage in 1964 was 3 percent above 1963. Dry weather slowed crop development in most early summer areas, and yield per acre in 1964 was slightly below average. Total production was slightly below 1963, and 10 percent below average. The moderate supply sold at a high average price. Early summer growers also benefited from reduction in competition from late spring and late summer areas where the combined production was moderately below average.

Producers should be able to successfully market a larger crop of early summer sweet corn in 1965. However, with normal yields and abandonment, plantings in 1965 equal to 1964 would provide a sufficient increase.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 5 percent more than in 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Sweet Corn - Late Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Ohio, Illinois, Michigan, Maryland, Colorado, Washington and Oregon)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted: For Harvest:</u>	<u>Per Acre</u>	<u>Production:</u>	<u>Price : Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

96,250 1/ 63 5,761

Background Statistics

1964 Prel.	96,250	92,300	62	5,680	3.58	20,348
1963	101,500	94,250	62	5,829	3.15	18,355
1958-62 Average	102,490	97,690	62	2/ 6,004	3.06	18,199

1/ 1961-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 72 in 1959 and 242 in 1961.

Comments: Substantial reductions in 1964 acreages were made in Ohio, Michigan, Pennsylvania and New York, major sources of late summer supplies. Total acreage for harvest was 2 percent less than in 1963. In eastern areas, yields were reduced by hot, dry weather. Cool weather was responsible for delayed development in Oregon and Washington. Total 1964 production was 3 percent below 1963 and 5 percent below average. The moderate overall production, combined with favorable harvest timing in both early and late summer areas, contributed to the strong market. The season average price received by growers in 1964 was substantially higher than in 1963 and the 1958-62 average.

In 1965, there should be sufficient outlets for a crop from an acreage equal to that planted in 1964. Growers may encounter more competition with early summer supplies than occurred in 1964, however.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production one percent more than in 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cucumbers - Early Summer

(New Jersey, Illinois, Delaware, Maryland, and Virginia)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest: Per Acre	:Production: Price	: Value		
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

6,800 1/ 95 627

Background Statistics

1964 Prel.	6,800	6,600	95	625	4.26	2,664
1963	6,600	6,200	91	564	4.49	2,534
1958-62 Average	6,620	6,510	89	579	3.61	2,089

1/ 1961-63 average yield.

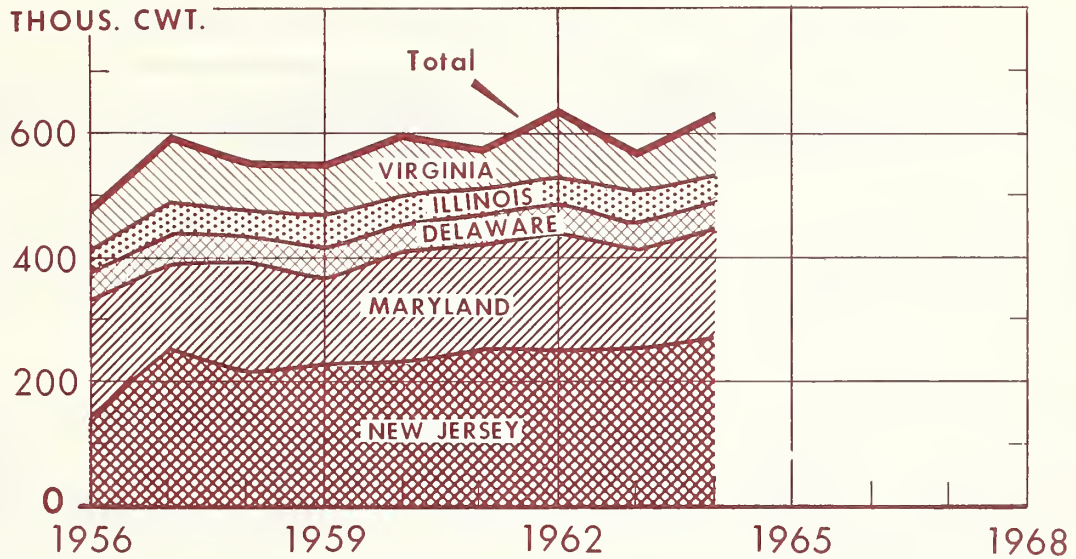
Comments: For the first time since the early 1950's, there was an acreage reduction in Illinois, the only commercial producing state in the Midwest. But offsetting increases occurred in New Jersey and in Virginia. Total early summer plantings were moderately larger than in 1963. Through May, crops in most areas made good progress, although those in Maryland and in Delaware were a little late. Conditions became increasingly dry in late June and early July, threatening crops in non-irrigated areas. Opportune rains in several areas, however, did much to relieve the drought conditions and the group average yield was above average. Total production was up 11 percent from a year earlier. Due to light competition from late spring states, prices were high in late June. But they declined in early July as the bulk of the Virginia crop vied for outlets with continuing shipments from North Carolina. Heavy volume from Maryland and Virginia brought low prices in late July, but returns recovered to moderate levels in August. The season average price was below the high level of 1963 but substantially above average.

A 1965 production about as large as in 1964 should adequately provide for the outlets normally supplied by early summer areas. With average yields, this quantity can be produced on an acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1961-63 average yield, will result in a production about equal to 1964.

EARLY SUMMER CUCUMBERS

Trends in Production by States

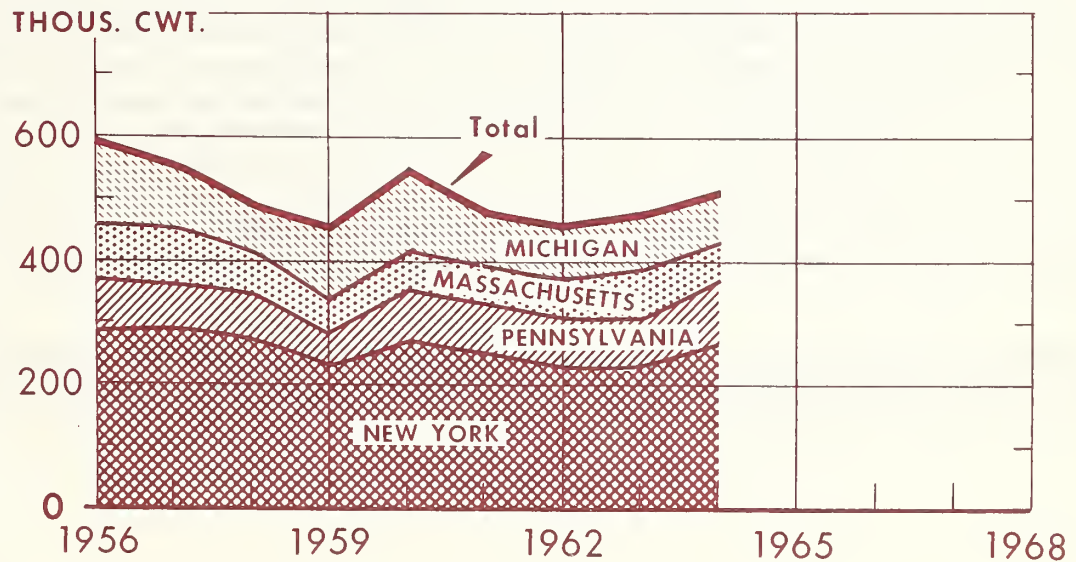


U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 773-65 (2) AGRICULTURAL MARKETING SERVICE

LATE SUMMER CUCUMBERS

Trends in Production by States



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 774-65 (2) AGRICULTURAL MARKETING SERVICE

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cucumbers - Late Summer

(Massachusetts, New York, Pennsylvania and Michigan)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted:For Harvest:</u>	<u>Per Acre</u> :	<u>Production:</u>	<u>Price : Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)
1965 Acreage Guide and <u>Probable Production</u> (planted acreage equal to 1964)	6,350	<u>1/</u> 85	502	

Background Statistics

1964 Prel.	6,350	5,800	87	506	5.91	2,991
1963	6,750	6,000	84	<u>2/</u> 503	4.43	2,112
1958-62 Average	6,520	6,010	81	482	4.39	2,119

1/ 1961-64 average yield.

2/ Includes 26,000 cwt. not marketed in 1963 and excluded in computing value.

Comments: Late summer growers experienced a very successful season in 1964. Contributing to this was the acreage reduction which occurred in all producing states except Pennsylvania. Plantings in that state were equal to 1963. After some delay because of cool weather, most crops made rapid progress during June. Picking in Massachusetts and the early areas of New York began on normal schedule in early July. Crops continued to develop favorably during July. By early August, generally dry conditions reached serious proportions in some areas. Nevertheless, late summer yield was higher than in 1963 and close to the record high reached in the early 1950's. During 1964, supplies moved from the major commercial areas in an orderly manner. Due to the limited volume available from competing areas, the large crop in New York sold for record-high prices. Prices were also high in most other states, particularly in Michigan where production was 14 percent less than in 1963.

Unusual conditions contributed to the favorable 1964 market. Even so, the demand for this commodity is apparently sufficient to warrant an equal acreage in 1965.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 1 percent less than in 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Eggplant - Summer

(New Jersey)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted</u> :	<u>For Harvest</u> :	<u>Per Acre</u> :	<u>Production</u> :
	(acres)	(cwt.)	(1,000 cwt.)	Price : Value
				(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage 5 percent less
than in 1964)

1,400

1/ 126

176

Background Statistics

1964 Prel.	1,500	1,500	110	165	5.50	908
1963	1,600	1,600	105	168	4.20	706
1958-62 Average	1,360	1,360	130	175	4.14	727

1/ 1959-63 average yield.

Comments: New Jersey growers reduced plantings moderately in 1964. This cut, however, followed a sharp increase in 1963; acreage still exceeded the state's average plantings of recent years. For the second successive year, severe drought conditions affected the New Jersey crop. The lack of water was particularly acute in the early part of the season. Crop development was delayed and yields substantially affected. Thus, production was below average in spite of the relatively large acreage. As light shipments began in early July, prices were at high levels. Returns declined steadily, however, as volume increased. Prices briefly hit low levels in late August and early September as shipments peaked from New Jersey and competing market garden areas. Following this, however, they improved gradually, and again reached high levels as supplies diminished in October. For the season, prices averaged substantially above 1963 and the 1958-62 average.

Market needs for summer eggplant vary little from year to year. In 1965, outlets can probably absorb a moderately larger quantity than that available in 1964. With average yields, however, a sufficient increase can be attained on an acreage moderately smaller than planted in 1964.

1965 Guide: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with no abandonment and a 1959-63 average yield, will result in a production 7 percent larger than in 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Lettuce - Summer

(Maine, New York, Ohio, Michigan, Wisconsin, Colorado and California)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted; For Harvest:</u> :	<u>Per Acre</u> :	<u>Production:</u> :	<u>Price : Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1964)

43,200

1/ 240

9,850

Background Statistics

1964 Prel.	45,500	43,050	238	10,267	3.59	36,834
1963	45,750	44,000	242	<u>2</u> / 10,626	4.16	43,830
<u>1958-62 Average</u>	<u>50,860</u>	<u>48,590</u>	<u>202</u>	<u>2</u> / 9,799	<u>3.18</u>	<u>28,810</u>

1/ 1963-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 284 in 1958, 122 in 1959, 2,404 in 1960, 467 in 1961, 442 in 1962 and 96 in 1963.

Comments: Lettuce plantings in the summer of 1964 were reduced slightly from a year earlier, and were the smallest recorded since 1955. Yet while acreage has been reduced repeatedly in the last several years, improved yields have usually been offsetting. Yields in 1964 were second only to the record-high average set a year earlier and production was only moderately smaller. The summer lettuce crop exceeded ten million hundredweight for the fifth successive year. Marketing difficulties had affected lettuce during the spring months and these problems carried over into the summer period. Prices were very low during early June. Returns improved later in the month, but periods of low prices occurred in each month of the summer and high levels were never attained. For the season, returns to growers averaged substantially below the levels of the preceding year.

This experience indicates that a further reduction in summer lettuce acreage is necessary if market stability is to be accomplished. During the past five years, substantial quantities have been abandoned because of unsatisfactory marketing conditions. In view of the increased yield potential of this commodity, a moderately smaller acreage in 1965 would provide sufficient supplies for market requirements.

1965 Guide: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with normal abandonment and a 1963-64 average yield, will result in a production 4 percent less than in 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Onions - Early Summer

(New Jersey, Iowa, Texas, New Mexico and Washington)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1964) 9,270

1/235 2,091

Background Statistics

1964 Prel.	9,760	9,560	241	2,304	3.05	7,032
1963	9,620	9,420	220	2,070	4.88	10,099
1958-62 Average	11,300	10,040	227	2/ 2,262	3.34	7,298

1/ 1960-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 274 in 1958, 23 in 1959 and 50 in 1960.

Comments: Growing conditions in 1964 varied sharply throughout the widely scattered states producing onions for early summer harvest. In New Jersey, hot, dry weather held yields to the lowest level recorded since 1947; dry weather and wind damage in Iowa also resulted in below-average yields. In contrast, good yields were attained in western areas; in Texas they reached record-high levels. Harvest became active in both the Trans-Pecos and High Plains areas of Texas in late June. Most of the Grano crop in New Mexico was moved by early July, but shipment of the Sweet Spanish variety did not begin until early August. Both New Jersey and Washington began active shipping early in July and moved most of their crops by mid-August. In general, prices received during the 1964 season were disappointing. A weakness developed in the onion market in early spring as a result of the burdensome crop produced in South Texas. This condition changed little during the spring months, and the above-average size of the early summer crop did not prompt any substantial improvement.

The likelihood of satisfactory marketing conditions in 1965 would be improved if the early summer crop were smaller than in 1964. Potential market requirements could be satisfied with the production from a moderately smaller acreage.

1965 Guide: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 9 percent smaller than in 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Onions - Late Summer

(Massachusetts, New York, Ohio, Indiana, Illinois, Michigan, Wisconsin,
Minnesota, Iowa, Nebraska, Kansas, Idaho, Colorado, Utah,
Nevada, Washington, Oregon and California)

Year	: <u>Acreage</u> :	Yield	:	:	:
	: <u>Planted</u> :	<u>For Harvest</u> :	<u>Per Acre</u> :	<u>Production</u> :	<u>Price</u> : <u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1964)

57,000 1/ 327 17,707

Background Statistics

1964 Prel.	59,950	57,220	310	17,725	2.92	51,703
1963	58,650	56,440	335	18,882	2.97	56,000
1958-62 Average	58,950	55,780	324	18,079	2.74	48,796

1/ 1960-64 average yield.

Comments: Late summer onion acreage was increased slightly in 1964, reflecting increases in most leading producing states. California was a notable exception; plantings there were reduced by several hundred acres from the preceding year. Weather problems beset the crop early in the season. High winds in early May blew out many onions in New York and a substantial acreage required replanting. In Idaho and Eastern Oregon, a cold wet spring affected early growth. In spite of these difficulties, mid-season prospects indicated a large production. But extended dry weather in the East and Midwest steadily reduced the outlook during the late summer months. Yields were below average in most areas east of the Mississippi; in New York they were the lowest since 1955. Total production was six percent below the large 1963 crop and was slightly smaller than average. Markets held relatively stable at moderate price levels through the fall months. For the season, prices averaged slightly below a year earlier but moderately above the 1958-62 average.

The 1964 crop was about in balance with market needs; an equal production in 1965 would be sufficient to satisfy potential requirements. With normal growing conditions, however, this volume could be produced on an acreage moderately smaller than that planted in 1964.

1965 Guide: The 1965 guide is a planted acreage 5 percent smaller than in 1964. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production about equal to 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Peas - Summer

(New York and Colorado)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted; For Harvest</u> :	: <u>Per Acre</u> :	: <u>Production</u> :	: <u>Price</u> : <u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

1,400	1/ 39	51
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Background Statistics

1964 Prel.	1,400	1,250	38	47	10.60	498
1963	1,450	1,350	35	47	9.91	466
1958-62 Average	1,870	1,760	39	2/ 69	9.05	602

1/ 1959-63 average yield.

2/ Includes 5,000 cwt. not marketed in 1958 and excluded in computing value.

Comments: Production of green peas for 1964 summer harvest was equal to the record low of 1963 and about a third below the 1958-62 average. Acreage planted was smaller than a year earlier, and abandonment ran high at 11 percent. Rains in the San Luis Valley of Colorado during the last week of May helped to assure good stands in most fields. Although May rainfall in New York was light, the crop made normal progress. Active harvest in New York ran from mid-June through July. In Colorado, picking began in mid-July and was active through August. Returns to growers were above average in both states. The 1964 season average price for the two states combined was 7 percent above the 1963 price.

Canned and frozen peas now account for the great bulk of consumption of this commodity. Less than 2 percent of all peas consumed in 1963 were fresh peas. Even so, a limited demand for fresh peas can be expected to continue. Under normal conditions, growers should be able to successfully market the crop from a planted acreage in 1965 equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 9 percent above 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Green Peppers - Early Summer

(North Carolina, Mississippi and Louisiana)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

7,800

1/ 38

290

Background Statistics

1964 Prel.	7,800	7,700	38	294	9.29	2,730
1963	7,750	7,650	37	284	9.14	2,595
1958-62 Average	7,780	7,570	36	2/ 271	7.45	2,017

1/ 1960-64 average yield.

2/ Includes 3,000 cwt. not marketed in 1958 and excluded in computing value.

Comments: Acreages in both Mississippi and Louisiana were reduced substantially from a year earlier. These decreases were offset by larger plantings in North Carolina, where high prices were received in the preceding year. The entire early summer crop was delayed by below-normal temperatures. Most crops in Louisiana overcame this setback, but those in Mississippi did not. This resulted in a delay in marketings. Late June rains were particularly helpful in producing an excellent crop in North Carolina but harvest there also began a little later than usual. Furthermore, the North Carolina crop was more than a tenth larger than in 1963. As a result of these two factors, total marketings during mid-July were excessive and prices for North Carolina and Mississippi supplies were depressed. On the other hand, practically all of the Louisiana production was marketed prior to mid-July. Because of the limited volume of competing supplies from Florida, market prices for Louisiana supplies were high.

Normally, growers can expect greater competition from spring crop supplies than they experienced in 1964. However, with a normal harvest pattern, a production about as large as in 1964 can probably be marketed in 1965 without serious problems.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 1 percent less than in 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Green Peppers - Late Summer

(Massachusetts, Rhode Island, Connecticut, New Jersey, Ohio,
California, New York and Michigan)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

17,950 1/ 95 1,688

Background Statistics

1964 Prel.	17,950	17,600	96	1,691	7.38	12,484
1963	19,050	18,800	99	1,855	5.50	10,201
1958-62 Average	18,840	18,240	91	1,668	6.39	10,642

1/ 1962-64 average yield.

Comments: Late summer pepper acreage in 1964 was cut substantially from the high levels which prevailed during the preceding five years. Moderate reductions occurred in the Midwest, but the bulk of the cutback was made in California. Crops in most areas made good progress through July. In the early areas of California, harvesting followed the usual schedule, being underway by August 1. At the same time, picking was underway in New Jersey, Ohio and the New England states. From early August through the remainder of the season, however, growing conditions were unfavorable in many areas of the East and Midwest. Dry weather was a particular hindrance. Furthermore, frosts in September halted growth in Upstate New York and caused substantial damage in New England. With less acreage and limited yields in several areas, production was 9 percent smaller than in 1963. Prices during the season ranged from moderate to high levels. In all states, returns averaged well above 1963.

With average growing conditions in 1965, an equal acreage to 1964 would produce a crop about as large as that grown in 1964. This quantity would be in line with potential market needs.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production about equal to 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Spinach - Summer

(Colorado)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

2,400

1/ 54

119

Background Statistics

1964 Prel.	2,400	2,200	55	121	6.40	774
1963	2,500	2,300	50	115	5.80	667
1958-62 Average	2,320	2,100	53	112	5.21	595

1/ 1960-64 average yield.

Comments: Production of summer spinach in Colorado was 5 percent above 1963 and 8 percent above the 1958-62 average. Excellent growing conditions in the San Luis Valley helped boost the yield per acre 10 percent over 1963 and 4 percent above the average. Active shipping began in mid-June and peaked in early October. Some market weakness developed in mid-October as a result of competition from later areas. But prices were high during most of the season, with the season average being 10 percent higher than in 1963.

Although production of spinach for summer harvest has nearly tripled from that of 1954, satisfactory outlets have been found for the increased volume. With the present gap of relatively light shipments between the close of the late spring crop and the start of the early fall deal, summer spinach growers should be able to successfully market the production from a 1965 acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a crop 2 percent smaller than 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Tomatoes - Early Summer

(New Jersey, Ohio, Illinois, Missouri, Delaware, Maryland, Virginia
North Carolina, Kentucky, Tennessee, Alabama, Arkansas and California)

Year	: <u>Acreage</u> :	Yield	:	:	:
	: <u>Planted:For Harvest:</u>	<u>Per Acre</u>	<u>:Production:</u>	<u>Price</u>	<u>: Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

42,250 1/ 122 5,103

Background Statistics

1964 Prel.	42,250	41,850	122	5,090	8.67	44,112
1963	42,500	42,200	124	5,217	7.33	38,247
1958-62 Average	44,720	44,460	114	2/ 5,063	7.02	35,624

1/ 1960-64 average yield.

2/ Includes 20,000 cwt. not marketed in 1958 and excluded in computing value.

Comments: Early summer tomato production in 1964 was moderately below that of a year earlier but about equal to the 1958-62 average. The reduction from 1963 reflected slight cuts in both acreage and average yields. In California, harvest got off to a late start as a result of an unusually cool spring. Light picking was underway in the San Diego area in early June; the green wrap deal in the Merced district began around July 1 and the important King City district started in early August. Market receipts were heaviest during the second half of July as peak shipments moved from California, Virginia and Maryland, and the New Jersey harvest was approaching top volume. Prices for first summer shipments were high, but returns declined as volume increased, reaching a seasonal low by the end of July. Improvement was recorded in August, however, and average returns for the early summer season were among the highest on record.

With good harvest timing in 1965, growers should be able to successfully market a crop as large as that produced in 1964. With average yields, this volume can be attained on an acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production about equal to 1964.

1965 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Tomatoes - Late Summer

(Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania)
Ohio, Indiana, Illinois, Michigan, Colorado, Washington,
Oregon, North Carolina and New Mexico)

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1965 Acreage Guide and
Probable Production

(planted acreage 5 percent
more than in 1964)

29,300 1/ 107 3,041

Background Statistics

1964 Prel.	27,900	27,120	105	2,840	7.43	21,101
1963	28,970	27,870	111	3,086	6.25	19,301
1958-62 Average	32,470	31,300	104	3,239	5.91	19,061

1/ 1961-63 average yield.

Comments: Growers reduced plantings in 1964 to record-low proportions, continuing the downward trend which has been evident since the mid 1950's. Production potential was further affected by dry weather in the East and Midwest during much of the season. While late-season rains allowed substantial recovery in several areas, yields were moderately below a year earlier. Thus, for the first time in recent years, the late summer crop fell below the three million hundredweight level and was 12 percent under the 1958-62 average. The reduced production contributed to a successful marketing season. In addition, harvest timing was such that no serious market glut developed. Prices during the season ranged from moderate to high levels.

A market exists for a larger late summer tomato crop than that produced in 1964. Outlets should be able to readily absorb the supply from a moderately larger acreage than planted in 1964.

1965 Guide: The 1965 guide is a planted acreage 5 percent larger than in 1964. Such an acreage, with normal abandonment and a 1961-63 average yield, will result in a production 7 percent larger than in 1964.

1965 Acreage-Marketing Guides
Summer Melons for Fresh Market

Cantaloups - Early Summer

(South Carolina, Georgia and Arizona)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000)	cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

10,950 1/ 51 558

Background Statistics

1964 Prel.	10,950	10,950	51	561	4.25	2,384
1963	11,300	11,300	50	570	3.74	2,131
1958-62 Average	14,920	14,900	50 2/	736	3.86	2,792

1/ 1961-64 average yield.

2/ Includes 34,000 cwt. not marketed in 1962 and excluded in computing value.

Comments: The downward trend in Georgia and South Carolina acreages continued in 1964. But in Arizona, where acreage has been reduced sharply in recent years, total plantings were increased 10 percent. Cool spring temperatures slowed crop development. The total production in 1964 was slightly less than in 1963, and 24 percent below average. In Georgia, harvesting started in early June and was active into July. Most of the South Carolina crop was marketed during July. Growers in both southeastern states reported high season average prices. The small Arizona crop also returned high prices to growers.

Competitive spring and mid-summer supplies are expected to continue to limit marketing opportunities for early summer cantaloups. In 1965, a crop about as large as was produced in 1964 would be sufficient to satisfy potential market requirements.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1961-64 average yield, will result in a production slightly less than in 1964.

1965 Acreage-Marketing Guides
Summer Melons for Fresh Market

Cantaloups - Mid-Summer

(Indiana, Illinois, Iowa, Missouri, Delaware, Maryland, North Carolina, Arkansas, Oklahoma, Texas, New Mexico, California and Alabama)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

63,700 1/ 117 7,304

Background Statistics

1964 Prel.	63,700	63,000	118	7,442	4.01	29,823
1963	65,000	64,150	116	7,415	4.29	31,785
1958-62 Average	65,880	64,560	109	2/ 7,034	3.82	26,552

1/ 1963-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 395 in 1958 and 129 in 1962.

Comments: Although Texas plantings in 1964 were increased sharply, a reduction in California acreage was more than offsetting; total acreage was 2 percent less than in 1963. Due principally to the high yield per acre obtained in California, the group average yield was a record. Total production in 1964 was slightly more than in 1963 and 6 percent above average. In both 1963 and 1964, slightly more than four-fifths of the seasonal production originated in California. Although the California crop was about a week late, harvest timing was such that no severe bunching in shipments developed. The season average price was below 1963, but moderately exceeded the 1958-62 average.

The market potential for cantaloups in 1965 is expected to be favorable. But harvest timing will continue to have an important bearing on growers' prices. Under normal conditions in 1965, markets can be expected to utilize the production from an acreage equal to that in 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1963-64 average yield, will result in a production 2 percent less than in 1964.

1965 Acreage-Marketing Guides
Summer Melons for Fresh Market

Cantaloups - Late Summer

(New York, New Jersey, Ohio, Michigan, Kansas
Colorado, Washington and Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	: Per Acre	:Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

13,650

1/ 84

1,055

Background Statistics

1964 Prel.	13,650	12,700	84	1,066	4.61	4,913
1963	14,150	12,900	87	1,119	3.69	4,125
1958-62 Average	15,000	13,680	82	1,121	3.53	3,946

1/ 1961-64 average yield.

Comments: Growers in New Jersey, Ohio and Michigan cut acreage moderately in 1964. Small reductions also occurred in the Northwest, and the total seasonal acreage was 4 percent less than in 1963. Yield potential in Kansas and Oregon was checked by cool weather. The total production in 1964 was moderately less than in 1963 and the 1958-62 average. Extremely hot, dry weather lowered production in a number of mid-summer areas and, as a result, demand for supplies in late summer areas was strengthened. Thus, the late summer crop in 1964 returned prices which were substantially above a year earlier and average.

Harvest timing and production levels in mid-summer areas will continue to be important influences on the late summer market. However, if conditions are normal in 1965, satisfactory markets should exist for a crop about as large as that grown in 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production slightly below 1964.

1965 Acreage-Marketing Guides
Summer Melons for Fresh Market

Watermelons - Early Summer

(North Carolina, South Carolina, Georgia, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, Arizona and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000	cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

211,000 1/ 76 14,966

Background Statistics

1964 Prel.	211,000	202,900	75	2/ 15,199	1.50	22,773
1963	219,900	202,500	78	2/ 15,883	1.39	21,450
1958-62 Average	248,220	222,660	76	2/ 16,932	1.27	20,610

1/ 1961-64 average yields by states.

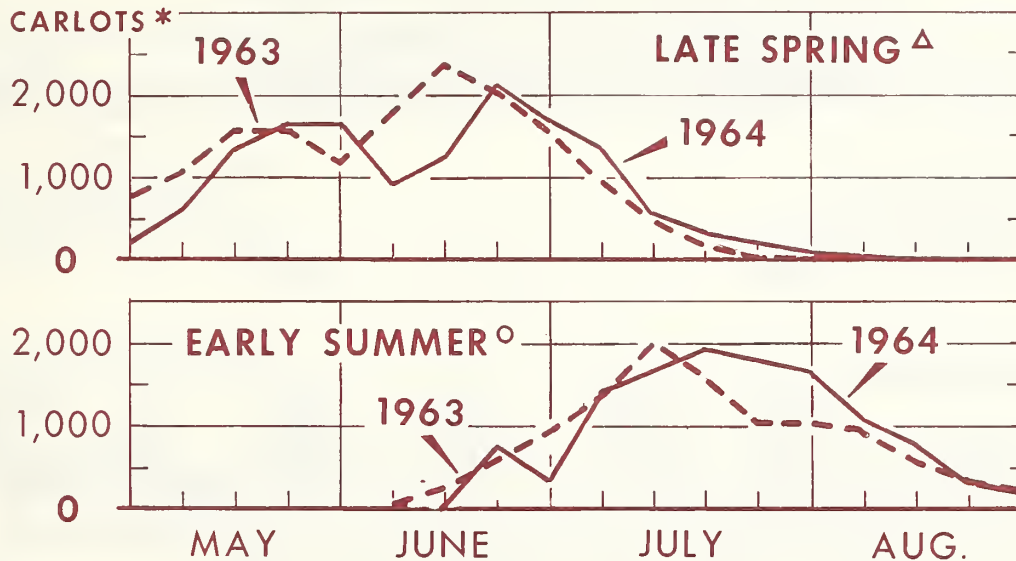
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 2,040 in 1958, 70 in 1959, 147 in 1960, 540 in 1962, 466 in 1963 and 47 in 1964.

Comments: Plantings of early summer watermelons have been declining in recent years, and in 1964 were 4 percent less than in 1963. Dry weather in southern areas and cool temperatures in the West reduced yields. Total production was the smallest in recent history, and 4 percent less than in 1963. More than half of the production originated in Texas and Georgia. In Arizona and California, the combined production in 1964 was 29 percent below 1963. Overall, the 1964 marketing season was favorable, with growers receiving above-average prices. During June, however, prices were under pressure due to a heavy overlap with late spring supplies. Furthermore, the late start of early summer harvest in some areas resulted in considerable competition with supplies originating in late summer districts.

Harvest timing will continue to have an important bearing on market prices. The market potential in 1965 is for a crop about as large as was produced in 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and 1961-64 average yields by states, will result in a production 2 percent less than in 1964.

WATERMELON SUPPLIES - UNLOADS 41 CITIES



* RAIL AND TRUCK COMBINED.

△ FLORIDA.

○ N. CAR., S. CAR., GA., ALA., MISS., ARK., AND LA.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 644-65 (2) AGRICULTURAL MARKETING SERVICE

Watermelon production in the early summer of 1964 was moderately smaller than the 1963 output. Heavy competitive supplies from spring growing areas restricted markets for early summer production as the shipping season got underway. But as movement reached peak volume, this competition had subsided. Prices received by growers averaged moderately above those of a year earlier.

1965 Acreage-Marketing Guides
Summer Melons for Fresh Market

Watermelons - Late Summer

(Indiana, Illinois, Iowa, Missouri, Delaware,
Maryland, Virginia, Oregon and Washington)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted:For Harvest:</u>	<u>Per Acre</u>	<u>Production:</u>	<u>Price : Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and Probable Production

(planted acreage 5 percent less than in 1964) 30,900

1/ 119 3,640

Background Statistics

1964 Prel.	32,500	32,300	111	3,599	1.24	4,470
1963	31,900	31,500	125	3,933	1.22	4,793
1958-62 Average	32,820	32,520	122	2/ 3,967	1.18	4,604

1/ 1961-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 200 in 1958 and 144 in 1960.

Comments: Total acreage was increased slightly in 1964, reversing the recent downward trend. Growing weather was favorable in Indiana, but dry weather reduced yields in Delaware, Maryland and Missouri, as did below-normal temperatures in Oregon and Washington. Excessive summer rains caused some crop damage in Virginia. The average yield in 1964 was off sharply compared with 1963, and was the lowest since 1953. Total production in 1964 was 8 percent below 1963. In Missouri, normally the top state in late summer tonnage, production in 1964 was a fourth less than in 1963. In most producing areas, harvest started later than normal and shipments continued into September. Market competition from early summer areas was about normal. Growers' prices averaged slightly higher than in 1963.

Assuming good harvest timing in 1965, growers should be able to market successfully a tonnage as large as that produced in 1964. With average yields, however, this volume can be grown on a moderately smaller acreage.

1965 Guide: The 1965 guide is a planted 5 percent smaller than in 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 1 percent more than in 1964.

1965 Acreage-Marketing Guides
Fall Vegetable for Fresh Market

Snap Beans - Early Fall

(New Jersey, Maryland, Virginia, North Carolina, South Carolina,
Mississippi, Louisiana and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000)
				cwt.)	

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

13,550 1/ 44 554

Background Statistics

1964 Prel.	13,550	12,100	44	2/ 532	10.67	5,636
1963	14,950	13,600	43	589	9.29	5,473
1958-62 Average	14,880	13,780	42	575	9.24	5,295

1/ 1962-64 average yield.

2/ Includes 4,000 cwt. not marketed in 1964 and excluded in computing value.

Comments: Plantings of early fall snap beans in 1964 were down moderately from a year earlier. Most of the decrease occurred in New Jersey, but all other states in the group except Maryland and North Carolina also had smaller acreages. As in 1963, a larger than usual acreage was abandoned. Moreover, drought was directly responsible for lower yields in several eastern and southern states. The opposite extreme also proved detrimental in some areas. Heavy rains in late September damaged growing crops in Louisiana and North Carolina. But more favorable conditions prevailed for late crops, particularly in Virginia, and the average yield in that state was higher than in 1963. Also, growing conditions were generally favorable in most fall-crop areas of California and the yield there was equal to 1963. Total early fall production, however, was a tenth smaller than in 1963. Since there were relatively light supplies available from competing areas, the limited volume from early fall areas moved at high prices during most of the season. Several brief delays in harvesting also contributed to the market strength.

If normal conditions prevail in 1965, an acreage equal to 1964 should produce enough supplies to satisfactorily meet prospective demand.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production 4 percent more than in 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Snap Beans - Late Fall

(Florida and Texas)

Year	: <u>Acreage</u> :	Yield	:	:	:
	: <u>Planted:For Harvest:</u>	<u>Per Acre</u>	: <u>Production:</u>	<u>Price</u>	: <u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage 5 percent

less than in 1964) 12,400

1/ 38

424

Background Statistics

1964 Prel.	13,100	12,000	30	357	11.03	3,938
1963	10,500	10,000	37	374	11.46	4,285
1958-62 Average	14,880	13,120	35	2/ 467	9.30	4,041

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 49 in 1958 and 50 in 1961.

Comments: Total late fall acreage was up a fourth in 1964 as the result of an increase in Florida. Plantings in Texas were unchanged. In mid-October, a hurricane caused varying degrees of damage in Florida, where over 95 percent of the crop normally is produced. Damage in the Everglades was heavy. Losses were not as severe in other areas, although yields in the Pompano district were reduced. Subsequent conditions were favorable with crops making good progress through November and most of December. As shipments from principal Florida areas got underway in November, prices were at extremely high levels. They declined to moderate levels in late November but soon returned to very high levels as cold weather in early December caused some damage and slowed harvesting. The season average price was close to the high levels of the past two years. Crops in the San Antonio and the Rio Grande Valley areas of Texas developed well. Harvesting there was active in October and November. Prices in Texas were higher than the moderate levels which prevailed during most of the 1963 season.

In 1965, the market demand for fresh snap beans should be good. Producers should be able to market a larger production at satisfactory prices.

1965 Guide: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with normal abandonment and a 1960-63 average yield, will result in a production 19 percent more than in 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Broccoli - Fall

(New York, New Jersey, Pennsylvania, Virginia,
Washington, California and Oregon)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

23,000 1/ 50 1,138

Background Statistics

1964 Prel.	23,000	22,800	50	1,150	8.16	9,379
1963	24,350	24,250	50	1,215	7.93	9,637
1958-62 Average	23,610	23,510	47	1,104	7.98	8,792

1/ 1960-63 average yield.

Comments: The 6 percent reduction in total fall broccoli acreage in 1964 was due primarily to a cut in California. The group average yield equalled that in 1963 but there was considerable variation among eastern areas. Hot weather reduced New York yields. The Northampton County, Virginia crop was heavily damaged by insects. Other crops in the East developed under more favorable conditions. An excellent quality crop was grown in New Jersey. In the West, growing conditions were favorable. Good quality broccoli was produced in both Oregon and Washington. California crops developed well during most of the season, although brief periods of cold weather in late November and early December caused harvesting delays in some fields. The smaller than normal volume of supplies available in eastern states in 1964 sold mostly at above-average price levels. Prices declined in late October and early November as fairly heavy volumes moved from California. Nevertheless, the group average price was slightly above average.

Total market demand for broccoli may increase in 1965. Most of the gain, however, would probably occur in frozen use. With frozen supplies likely to continue heavy through the year, no increase in output is desirable.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1960-63 average yield, will result in a production one percent less than in 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L. I.), New York, (Other), New Jersey, Pennsylvania, Ohio, Michigan
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value				
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000
				cwt.)	

1965 Acreage Guide and
Probable Production
(planted acreage equal
to 1964)

32,040 1/ 264 8,120

Background Statistics

1964 Prel.	32,040	30,620	241	7,389	2.30	16,981
1963	32,290	31,260	263	8,208	1.56	12,771
1958-62 Average	33,230	31,850	257	2/ 8,214	1.65	13,125

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 353 in 1958 and 47 in 1960.

Comments: Acreage planted to early fall cabbage in 1964 was slightly below 1963. Upstate New York's 800 acre reduction more than offset larger plantings in Michigan, Wisconsin, Ohio and Oregon. In the leading production area, Upstate New York, dry weather during September and October was detrimental to the crop. Extremes in temperatures also lowered tonnage per acre in Wisconsin and Michigan. Overall yields for the early fall group were moderately below the preceding year. Total production was down 10 percent from 1963; fall cuttings for sauerkraut manufacture were down substantially. In New York and Wisconsin, tonnages for processing were about 30 percent smaller.

The marketing season was much better than 1963. Prices were moderate most of the fall and high in mid-December. Total market needs for early fall cabbage in 1965 are expected to be larger than in 1964. While requirements for fresh use are likely to be essentially unchanged, supplies needed for replenishment of sauerkraut inventories will probably be substantially larger. With average yields, however, a sufficiently increased tonnage could be produced on an acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1960-63 average yield, will result in a production 10 percent above 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cabbage - Late Fall

(Virginia, North Carolina and South Carolina)

Year	: <u>Acreage</u> :	Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1965 Acreage Guide and Probable Production</u> (planted acreage equal to 1964)					
	2,700	<u>1</u> / 143	386		

Background Statistics

1964 Prel.	2,700	2,700	149	402	2.63	1,058
1963	2,900	2,900	142	<u>2</u> / 412	1.48	546
1958-62 Average	3,740	3,720	117	<u>2</u> / 430	2.02	817

1/ 1961-64 average yield.

2/ Included the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 64 in 1962 and 42 in 1963.

Comments: Acreage planted for late fall harvest was reduced for the fourth consecutive year in 1964. The reduction was shared equally by the Carolinas, leaving South Carolina with only 100 planted acres. North Carolina and Virginia shipments began climbing after the first week in November and peaked in mid-December. Favorable growing conditions raised the average yield to 149 hundredweight per acre. But this increase failed to offset the decrease in plantings. Total production for the three states was 2 percent below 1963. Prices were fairly high for late fall cabbage in spite of large competitive supplies from New Jersey, New York, Wisconsin, California and Texas. An early fall crop 10 percent below average, coupled with some delay in harvest of 1965 winter cabbage, contributed to the strong market. The 1964 season average price was 78 percent above 1963.

Growers should expect strong competition for market outlets from both early fall and winter supplies in years ahead. Assuming an average early fall crop, a 1965 acreage equal to 1964 should provide an adequate supply.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1961-64 average yield, will result in a production 4 percent smaller than in 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Carrots - Early Fall

(Massachusetts, New York, Pennsylvania, Illinois, Michigan, Wisconsin,
Minnesota, Texas, New Mexico, Washington, Oregon and Connecticut)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted</u> :	<u>For Harvest</u> :	<u>Per Acre</u> :	<u>Production</u> :	<u>Price</u> : <u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

21,510 1/ 277 5,601

Background Statistics

1964 Prel.	21,510	20,470	274	5,606	2.62	14,675
1963	24,380	21,430	262	5,604	2.40	13,428
1958-62 Average	21,340	20,360	261	2/ 5,282	2.24	11,719

1/ 1960-64 average yield.

2/ Includes 289,000 cwt. not marketed in 1958 and excluded in computing value.

Comments: In 1963, Texas growers increased their acreage for early fall harvest to record proportions. But they returned to average levels in 1964, cutting plantings by 2,900 acres. Lesser changes occurred in other early fall states, but the 12 percent reduction in total acreage for the season reflected largely the Texas adjustment. Dry weather affected crop development in parts of the East and Midwest. Although this reduced output in some areas, the group average yield was moderately higher than a year earlier and up sufficiently to offset the smaller acreage. The early fall carrot market benefited from the reduction in competition from supplies grown in other areas. The California early summer and late fall crops were below average size. Supplies grown in late summer states were also subnormal. With these advantages, early fall carrots moved to market with little difficulty. For the season, prices in nearly every state in the group were above average levels.

Greater competition from other growing areas should be anticipated in planting for the 1965 season. Thus, in spite of the attractive prices recorded in 1964, no acreage increase is warranted.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production about equal to 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Carrots - Late Fall

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted;For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

6,700 1/ 301 2,017

Background Statistics

1964 Prel.	6,700	6,700	285	1,910	3.96	7,570
1963	6,700	6,700	300	2,010	3.35	6,742
1958-62 Average	8,880	8,880	291	2,565	3.57	9,176

1/ 1960-64 average yield.

Comments: California late fall carrot production in 1964 fell below two million hundredweight for the first time since 1947. Acreage was unchanged from the low levels of the preceding year, and yields were moderately smaller. The Salinas-King City area, where nearly half of the California fall crop is grown, was at active harvest stage in early September. Prices, which had been low in California during the early summer, improved during August and reached relatively high levels by early September. Markets held surprisingly stable throughout the fall season. No significant change in shipping point prices occurred from early September until the first week in December, when prices declined moderately. For the season, average returns to growers were 18 percent above a year earlier and 11 percent higher than the 1958-62 average.

In recent years, other growing areas with locational advantages have demonstrated their abilities to compete with California for fall carrot markets. California growers have shown their awareness of this factor by reducing acreage. This competition can be expected to continue in 1965.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1960-64 average yield, will result in a production 6 percent larger than in 1964 but 21 percent smaller than the 1958-62 average.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cauliflower - Early Fall

(New York (L. I.), New Jersey, Ohio, Michigan, Oregon and Wisconsin)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	: Per Acre	:Production	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (1,000	cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage 15 percent
more than in 1964) 6,030

1/ 90 510

Background Statistics

1964 Prel.	5,240	4,890	89	436	7.78	3,391
1963	6,400	5,930	93	551	6.49	3,574
1958-62 Average	7,870	6,710	87	589	6.60	3,875

1/ 1960-63 average yield.

Comments: Early fall cauliflower acreage in 1964 was nearly one-fifth below 1963, primarily because of a sharp reduction in the Long Island, New York area. Oregon acreage, which accounts for a much smaller proportion of total plantings, was reduced 20 percent. Conditions for producing cauliflower varied widely in 1964 between areas and periods of the season. Oregon weather was ideal and a high yield was produced. Although overall quality and yield on Long Island were generally good, the early crop there was affected by dry weather. In Wisconsin and Michigan, heavy rains and cool weather resulted in low yields. Dry weather in August delayed Ohio crops but favorable conditions later permitted normal development. The rate of movement to principal markets ranged from moderate to light. Heaviest volume occurred in early October when harvesting in Michigan and New York was active. Auction market prices were particularly strong as the season began and showed only small fluctuations through November. In all states except Ohio, prices for the season were substantially above average levels.

The 1964 early fall crop was exceptionally small. In recent years, markets have absorbed considerably larger quantities at satisfactory prices to growers. An increased output in 1965 appears desirable.

1965 Guide: The 1965 guide is a planted acreage 15 percent more than in 1964. Such an acreage, with normal abandonment and a 1960-63 average yield, will result in a production 17 percent more than in 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cauliflower - Late Fall

(California)

Year	: <u>Acreage</u> :	Yield	:	:	:
	: <u>Planted</u> :	<u>For Harvest</u> :	<u>Per Acre</u> :	<u>Production</u> :	<u>Price</u> : <u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000)
				cwt.)	

1965 Acreage Guide and
Probable Production

(planted acreage equal to 1964)	8,400	1/ 105	882
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Background Statistics

1964 Prel.	8,400	8,400	105	882	7.54	6,651
1963	8,400	8,400	105	882	7.04	6,211
1958-62 Average	7,080	7,060	99	700	5.93	4,195

1/ 1962-64 average yield.

Comments: Acreage of late fall cauliflower in 1964 was the same as a year earlier. Conditions in most California areas were generally favorable for planting. Although temperatures in principal California areas fluctuated more than usual during September and October, most crops developed normally. Late October rains slowed harvesting of early crops but improved the quality of later production. Harvesting was again interrupted in mid-November by cold weather. Later conditions were much more favorable, however, and crops resumed normal growth. A high average yield was obtained. The volume of cauliflower available from principal supply areas in the East and Midwest during November and early December was much less than normal in 1964. This permitted the shipment of moderately larger quantities of California supplies to eastern markets at attractive prices. The season average price was moderately higher than in 1963 and well above the 1958-62 average.

Under normal conditions in 1965, California can expect greater competition from eastern-grown cauliflower. However, they should be able to market a production about as large as in 1964 at satisfactory prices.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1962-64 average yield, will result in a production equal to 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Celery - Early Fall

(Massachusetts, Pennsylvania, Ohio and Michigan)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted: For Harvest:</u>	<u>Per Acre</u>	<u>: Production:</u>	<u>Price : Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

1,760 1/ 333 574

Background Statistics

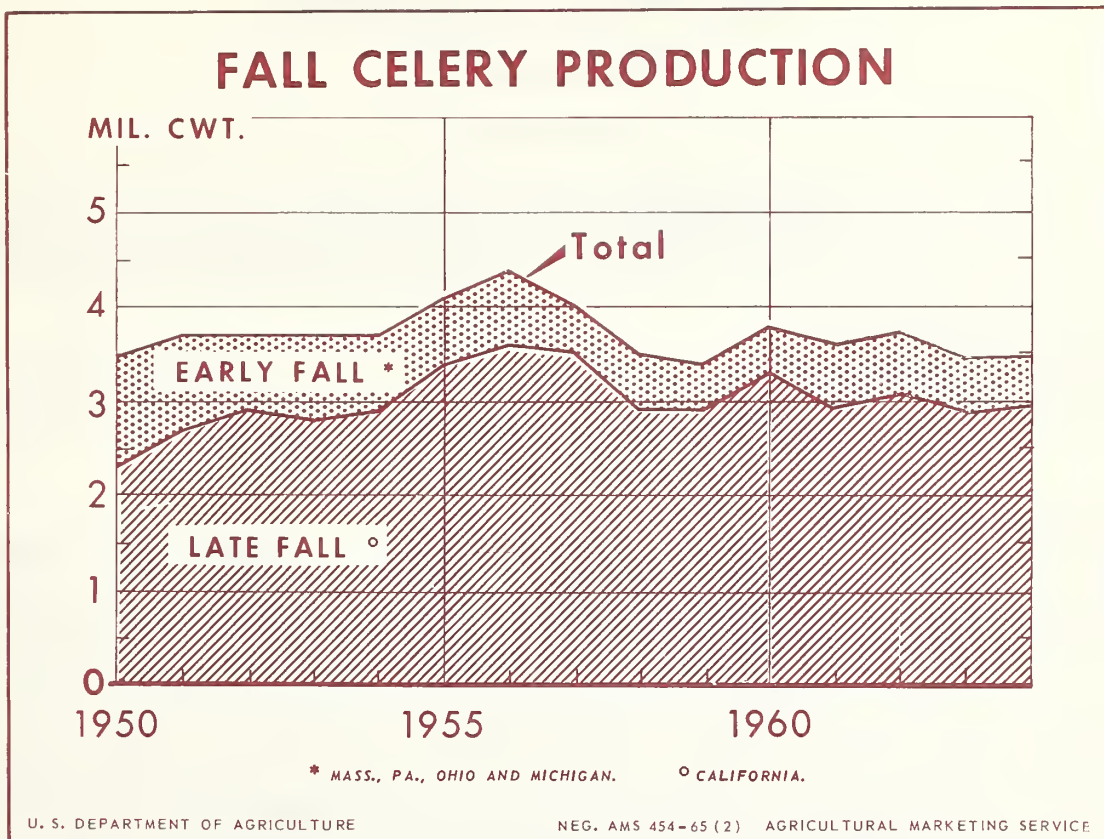
1964 Prel.	1,760	1,660	313	520	4.51	2,345
1963	1,890	1,890	332	628	3.60	2,261
1958-62 Average	1,980	1,860	325	607	3.45	2,056

1/ 1960-64 average yield.

Comments: Decreases in Michigan and Ohio plantings more than offset slight increases in Massachusetts and Pennsylvania. Total early fall celery acreage in 1964 was 7 percent less than in 1963. Michigan production potential was reduced because growers harvested some fields before maximum yields were obtained in order to sell on the prevailing strong market. Total early fall production in 1964 was 17 percent less than in 1963. Market competition from supplies originating in summer areas was less than normal. As a result of the reduction in total market volume, average prices received by growers were substantially higher than in the preceding year and nearly a third above the 1958-62 average.

If harvest timing is normal in 1965 and if average yields are obtained, the production from an acreage equal to 1964 would be adequate for expected market need. While markets should be able to absorb a larger quantity of early fall celery than available in 1964, competition from western growing areas can be expected to limit the increase that can be marketed successfully.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 10 percent more than in 1964.



Total fall celery production in 1964 was about the same as a year earlier but moderately smaller than the 1958-62 average output. California, shown above as late fall production, increased its market dominance from a year earlier and accounted for 85 percent of total fall production. The early fall crop, grown in the East and Midwest, was smaller than in 1963 as a result of reductions in both acreage and yields per acre.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Celery - Late Fall

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For Harvest:	Per Acre	Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

5,700 1/ 518 2,953

Background Statistics

1964 Prel.	5,700	5,700	520	2,964	4.10	12,152
1963	5,400	5,400	525	2,835	3.40	9,639
1958-62 Average	6,940	6,940	443	3,023	3.44	10,350

1/ 1961-64 average yield.

Comments: Production of late fall celery has held within a narrow range during the past several years. Total acreage was increased 6 percent in 1964. Although slightly lower yields partially offset the increase in acreage, the crop was 5 percent larger than in 1963. The marketing season was favorable for growers. Timing in harvest of the California fall crop was such as to prevent shipment bunching. Also, relatively small crops were produced in early fall areas and competitive shipments from these areas were light. Supplies from Florida, however, provided active competition in the late fall. Growers' prices averaged substantially above the previous year and the 1958-62 average.

Early fall growing areas in the East and Midwest may provide stronger competition in 1965. Furthermore, early shipments from Florida can be expected to continue to affect California's fall market potential. A production in 1965 about as large as that in 1964 would be sufficient to satisfy market requirements.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1961-64 average yield, will result in a production about equal to 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Sweet Corn - Fall

(Florida and California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and Probable Production

(planted acreage equal

to 1964)

12,000

1/ 53

586

Background Statistics

1964 Prel.	12,000	11,500	45	522	5.44	2,838
1963	11,900	11,400	54	615	5.33	3,278
1958-62 Average	12,320	11,100	57	2/635	4.64	2,836

1/ 1960-64 average yields by states.

2/ Includes 33,000 cwt. not marketed in 1959 and excluded in computing value.

Comments: Florida late fall sweet corn acreage was increased by 16 percent in 1964, but a reduction in California plantings was almost offsetting. Total fall acreage for harvest in the two states combined was only slightly larger than in 1963. In Florida, hurricane "Isbell" did considerable damage in the Everglades and in the Pompano area. Most lost acreage was replanted. However, yield per acre in Florida was substantially below average, and fall production was moderate. In California, fall production was the smallest since 1952, the most recent year in which plantings in that state were as low as in 1964. Growers in both States received above-average prices because of the reduced tonnage.

In 1965, markets could be expected to absorb a supply larger than that produced in 1964. However, with normal abandonment and average yields, a sufficient increase would result from an acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and 1960-64 average yields by states, will result in a production 12 percent more than in 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cucumbers - Early Fall

(Virginia, South Carolina, Georgia, Louisiana, California and Texas)

Year	: <u>Acreage</u> :	Yield	:	:	:
	: <u>Planted: For Harvest:</u>	<u>Per Acre</u>	: <u>Production:</u>	<u>Price</u>	: <u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and

Probable Production

(planted acreage equal
to 1964)

7,650 1/ 90 661

Background Statistics

1964 Prel.	7,650	7,400	93	689	6.63	4,571
1963	8,100	7,950	87	692	4.50	3,117
1958-62 Average	7,620	7,350	83	608	4.78	2,904

1/ 1963-64 average yield.

Comments: Total plantings of early fall cucumbers declined in 1964. The reductions were concentrated in Virginia and South Carolina. Plantings in California and Texas were up moderately. Rain, which accompanied the hurricane in early October, damaged Louisiana crops. Average yields in that state were 20 percent less than in 1963. Yields in California were also slightly below 1963 because of low temperatures during much of the growing season. In Virginia, however, temperature and moisture conditions were good and a record-high average yield resulted. Total early fall production was nearly as large as in 1963 but the marketing situation was considerably more favorable. As shipments of the large Virginia crop got underway in early September, there was deficient volume of cucumbers in principal markets. The Virginia crop and the moderate-sized crops that followed from South Carolina, Louisiana and Georgia all sold for high prices. Average prices in both California and Texas also were relatively high.

If serious bunching of supplies from major areas can again be avoided in 1965, it should be possible to market the production from an acreage as large as in 1964 at reasonable prices.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1963-64 average yield, will result in a production 4 percent less than in 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cucumbers - Late Fall

(Florida)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage 10 percent
less than in 1964) 5,900

1/ 123 653

Background Statistics

1964 Prel.	6,600	6,100	110	<u>2</u> /	671	6.20	3,850
1963	6,500	5,400	125	<u>2</u> /	675	5.00	3,240
1958-62 Average	6,300	5,620	115	<u>2</u> /	649	5.84	3,303

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 71 in 1958, 80 in 1959, 56 in 1960, 79 in 1961, 35 in 1962, 27 in 1963 and 50 in 1964.

Comments: Florida plantings were increased slightly in 1964. Growers encountered some difficulty as a result of heavy September rains and hurricane winds in October. Most crops overcame these problems but yields were not as high as in 1963. Total 1964 production was about equal to 1963. But total sales for the season were moderately smaller as the marketing pattern was less favorable. When active movement from the Wauchula area began in late October, prices were high because of the limited volume available. Prices held moderate through mid-November but then declined rapidly. Warm weather hastened maturity of fields which had previously been delayed, and heavy supplies moved from Wauchula and the Fort Myers-Immokalee areas. Prices remained low until mid-December, when a seasonal decline in supplies brought about a material market improvement.

A larger volume of competitive supplies may be available during the early part of the 1965 season. Furthermore, the potential for higher yields in Florida in 1965 warrants consideration in acreage planning. Thus, a reduction from 1964 planting levels appears warranted.

1965 Guide: The 1965 guide is a planted acreage 10 percent less than in 1964. Such an acreage, with normal abandonment and a 1960-63 average yield, will result in a production 3 percent less than in 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Eggplant - Fall

(Florida)

Year	: Acreage :	Yield :	:	:
	: Planted: For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and Probable Production
(planted acreage equal to 1964)

850 1/ 127 101

Background Statistics

1964 Prel.	850	800	130	104	6.50	676
1963	800	750	125	94	6.20	583
1958-62 Average	1,140	1,000	103	2/102	5.75	544

1/ 1962-64 average yield.

2/ Includes 14,000 cwt. not marketed in 1961 and excluded in computing value.

Comments: Acreage of fall season eggplant in Florida has exhibited a long-term decline. But higher yields have offset the lower plantings. The trend of declining acreage was interrupted in 1964 as Florida growers increased plantings moderately. But the trend of increasing yields continued. The average of 130 hundredweight per acre harvested in 1964 established a new record. These factors were sufficient to result in a production which was 11 percent larger than in 1963 and slightly above average. Excessive rainfall and hurricane winds from "Cleo," "Dora" and "Isbell" affected crop development, and active harvesting was delayed. Light offerings returned very high prices in late October and early November. Prices decreased gradually during November and reached a seasonal low in December as shipments peaked. The season average price, however, was moderately above a year earlier and substantially above average.

Market needs for fall eggplant change little from year to year. A supply of about 100,000 hundredweight has generally been marketed with success in recent years. With normal abandonment and average yields in 1965, this quantity can be produced on an acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production 3 percent smaller than in 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Lettuce - Early Fall

(New Jersey, Texas, New Mexico, Washington,
Oregon and California)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1964) 35,900

1/ 163 5,735

Background Statistics

1964 Prel.	37,800	36,770	166	6,106	3.94	24,077
1963	37,500	36,650	161	5,913	3.65	21,596
1958-62 Average	33,730	32,670	157	<u>2</u> / 5,110	4.12	20,969

1/ 1961-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 40 in 1958 and 25 in 1961.

Comments: Increases in New Jersey and New Mexico plantings were responsible for a slightly larger early fall lettuce acreage than that planted a year earlier. No planting changes were made in the other states in the group. Hot dry weather reduced early stands in New Jersey and held yields below average. But generally favorable conditions prevailed in other areas and the group average yield was record high. Shipping point prices were relatively low in early August, but they improved substantially as harvest of early fall crops became active. Prices then held at moderate levels into early November, with the exception of a brief period of weakness in late October. The late season market was strengthened by below normal competition from the Arizona fall crop. For the season, returns averaged moderately above the preceding year but below the 1958-62 average.

Had competition from Arizona been normal, the large early fall production might have returned low prices in 1964. Total 1964 fall supplies were slightly larger than normal, even though late fall production in Arizona was nearly one million hundredweight below average. In anticipation of greater competition in 1965, early fall growers should plan for a smaller production.

1965 Guide: The 1965 guide is a planted acreage 5 percent smaller than in 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 6 percent smaller than in 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Lettuce - Late Fall

(Arizona)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	: Planted:	For Harvest:	Per Acre :	Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and Probable Production

(planted acreage 5 percent more than in 1964) 18,800

1/160 3,008

Background Statistics

1964 Prel.	17,900	17,900	140	2,506	6.20	15,537
1963	18,900	18,900	155	2,930	6.10	17,873
1958-62 Average	22,640	22,000	160	3,484	4.54	15,792

1/ 1958-62 average yield.

Comments: Plantings of late fall lettuce in Arizona were the smallest since 1956. It appeared early in the season that high yields would offset the acreage reduction. But later conditions did not allow this to materialize. Periods of cold weather and heavy rains affected quality and reduced yields to levels substantially below average. As a result, the crop was 14 percent smaller than in 1963 and 28 percent under the 1958-62 average. Harvest started in the Willcox area in late September. Cutting in the Aguila district was active in late October and reached a peak by mid-November. Harvest in the later districts were repeatedly interrupted by unfavorable weather. Prices averaged at moderate levels through October as shipments from California provided substantial competition. But shipping point prices reached high levels by mid-November and continued attractive through mid-December. For the season, prices were more than a third above the 1958-62 average.

Markets should be able to absorb a substantially larger supply of late fall lettuce than was available in 1964. Even with considerably higher yields in 1965, a moderately larger acreage can probably be afforded.

1965 Guide: The 1965 guide is a planted acreage 5 percent larger than in 1964. Such an acreage, with no abandonment and a 1958-62 average yield, will result in a production a fifth larger than in 1964 but 14 percent below the 1958-62 average.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Green Peppers - Fall

(Virginia, Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	: Planted: For Harvest:	: Per Acre	: Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

7,300 1/ 86 571

Background Statistics

1964 Prel.	7,300	6,500	92	596	10.40	6,199
1963	7,100	6,200	86	534	8.96	4,787
1958-62 Average	6,970	6,460	73	476	9.88	4,560

1/ 1961-64 average yield.

Comments: Virginia plantings in 1964 were up 50 percent from a year earlier; moderate reductions occurred in both Florida and Texas. Dry weather resulted in low yields in southwestern Virginia but the state average yield was normal because of the excellent crop on the Eastern Shore. In south Texas, where about four-fifths of the state's acreage is located, dry weather slowed early growth, but later conditions were favorable and yields were high. After heavy damage from mid-October hurricane winds, Florida crops made good progress. Each fall state produced a larger crop than in 1963, although most of the overall increase occurred in Virginia. Competitive supplies were light as Virginia harvest began. Prices were high, and rose further during October as it became apparent that volume would not be available from Florida until late November. This also helped Texas marketings, which were heaviest in November. Virginia and Texas prices were well above the moderate levels of a year earlier; the Florida average price was about equal to the high level of 1963.

With normal weather, growers may experience considerably more competition in 1965, especially through early November. However, the production from an equal acreage should return satisfactory prices.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 4 percent less than in 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Spinach - Early Fall

(Massachusetts, Connecticut, New York, New Jersey,
Pennsylvania, Ohio and Missouri)

Year	: Acreage	: Yield	:	:
	: Planted: For Harvest: Per Acre : Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production
(planted acreage 5 percent
more than in 1964) 4,500

1/ 62 243

Background Statistics

1964 Prel.	4,300	3,550	60	214	7.71	1,650
1963	4,800	4,300	60	260	6.48	1,685
1958-62 Average	5,420	4,660	59	273	6.55	1,784

1/ 1961-64 average yield.

Comments: Production of early fall spinach in 1964 was 18 percent below a year earlier and 22 percent below average. Five states showed decreases in production from 1963 with Pennsylvania falling sharply from 65 to 16 thousand hundredweight. The state's decrease was due both to a 300 acre reduction in planted acreage from 1963, and extremely low yields. The height of the early fall shipping season was reached in mid-November and was practically completed two weeks later. There was less overlapping of shipments with the late fall crop as Maryland harvest began about a month later than in 1963. Late fall shipments didn't peak until after the early season was practically concluded. Because of the smaller supplies, prices received by growers averaged substantially above the 1963 level.

Although the past quarter century has shown a pronounced shift in spinach consumption from fresh to the frozen form, the trend has slowed in the last few years. Producers should find satisfactory outlets for a larger production of early fall spinach for fresh market in 1965.

1965 Guide: The 1965 guide is a planted acreage 5 percent larger than 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 14 percent above 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Spinach - Late Fall

(Maryland and Virginia)

Year	: <u>Acreage</u> :		Yield :		: :	
	: Planted:	For Harvest:	Per Acre	: Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

1,650 1/ 54 84

Background Statistics

1964 Prel.	1,650	1,600	54	86	8.66	745
1963	1,700	1,650	60	99	6.77	670
1958-62 Average	1,580	1,470	49	71	6.10	434
<u>1/</u> 1962-64 average yield.						

Comments: Production of 1964 late fall spinach in Maryland and Virginia was 13 percent below 1963 but 21 percent above the 1958-62 average. Plantings were reduced slightly and average yield per acre was down 10 percent from 1963. In Maryland, extremely dry weather in October slowed development. Active shipping began about mid-October, about a month later than 1963, and peaked late in the month. In Virginia, active harvest was underway in early November and reached a high point in early December. Late fall shipments were three-fourths completed before volume began moving from the Texas winter crop.

Average prices received by growers were about a fourth above 1963. The market potential for late fall spinach is not expected to change substantially, with a continuing gap between early fall shipments and active movement of Texas winter supplies. In 1965, growers should be able to successfully market a production about as large as in 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production 2 percent below 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Tomatoes - Early Fall

(California)

Year	: Acreage	: Yield	:	:	:	:
	: Planted: For Harvest:	Per Acre	: Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

19,400 1/175 3,395

Background Statistics

1964 Prel.	19,400	19,400	175	3,395	8.00	27,160
1963	17,000	17,000	160	2,720	8.50	23,120
1958-62 Average	20,700	20,700	172	3,562	7.42	26,452

1/ 1959-62 average yield.

Comments: Following a sharp acreage cut in 1963, California growers substantially increased their early fall tomato plantings in 1964. Even so, total acreage was below the 1958-62 average. By early September, picking was underway in a number of areas, with most supplies coming from the King City and Orange County districts. Prices were relatively low for early-season offerings. But by the time shipments peaked in mid-October, prices were increasing and they averaged at attractive levels during the remainder of the season. While 1964 prices averaged below the high levels recorded for the short 1963 crop, they were nevertheless substantially above the 1958-62 average.

The quantity of tomatoes produced in the 1964 early fall season was about in line with market needs. With good harvest timing and average yields in 1965, growers should again be able to record a successful season by planting an acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1959-62 average yield, will result in a production equal to 1964.

1965 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Tomatoes - Late Fall

(Florida and Texas)

Year	: Acreage :		Yield :		:	
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and Probable Production

(planted acreage 10 percent less than in 1964) 12,000

1/139

1,485

Background Statistics

1964 Prel.	13,300	10,800	141	1,521	9.76	14,850
1963	10,800	9,200	160	1,468	9.01	13,224
1958-62 Average	10,920	9,100	113	1,012	8.73	8,629

1/ 1961-64 average yield.

Comments: Since 1960, Florida growers have increased their late fall tomato acreage each year. In 1964, plantings there were 2,200 acres larger than a year earlier, an increase of 22 percent. Texas acreage, small in comparison to that in Florida, was increased substantially, but remained only a fraction of its levels during the early 1950's. The Florida crop was severely damaged by unfavorable weather. Hurricane "Cleo" necessitated heavy replanting in the Pompano and Fort Pierce areas. Heavy September rains affected plant development, and Hurricane "Isbell" caused considerable damage in the southeastern part of the state in mid-October. These problems sharply reduced the large acreage's production potential. Yields were 12 percent below a year earlier; thus production was up only moderately despite the much larger acreage. The small early-season supplies resulted in very high prices. Returns declined gradually through November and December, but overall, averaged at high levels.

Weather extremes sharply affect the marketing of this crop. Instances of high abandonment are frequent and yields vary widely. With average yields and abandonment in 1965, a smaller acreage would adequately supply market needs.

1965 Guide: The 1965 guide is a planted acreage 10 percent less than in 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 2 percent smaller than in 1964.

1965 Acreage-Marketing Guides
Sweetpotatoes

(New Jersey, Missouri, Kansas, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, California and New Mexico)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted: For Harvest:</u> :	<u>Per Acre</u> :	<u>Production:</u>	<u>Price</u> :	<u>Value</u>
	(1,000 acres)	(cwt.)	(1,000 cwt)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

186.8 1/ 83.9 15,369

Background Statistics

1964 Prel.	186.8	182.4	83.8	15,294	4.86	74,020
1963	204.4	196.5	80.6	15,831	4.08	64,479
1958-62 Average	230.8	225.9	76.9	17,291	3.83	66,101

1/ 1962-63 average yields by states.

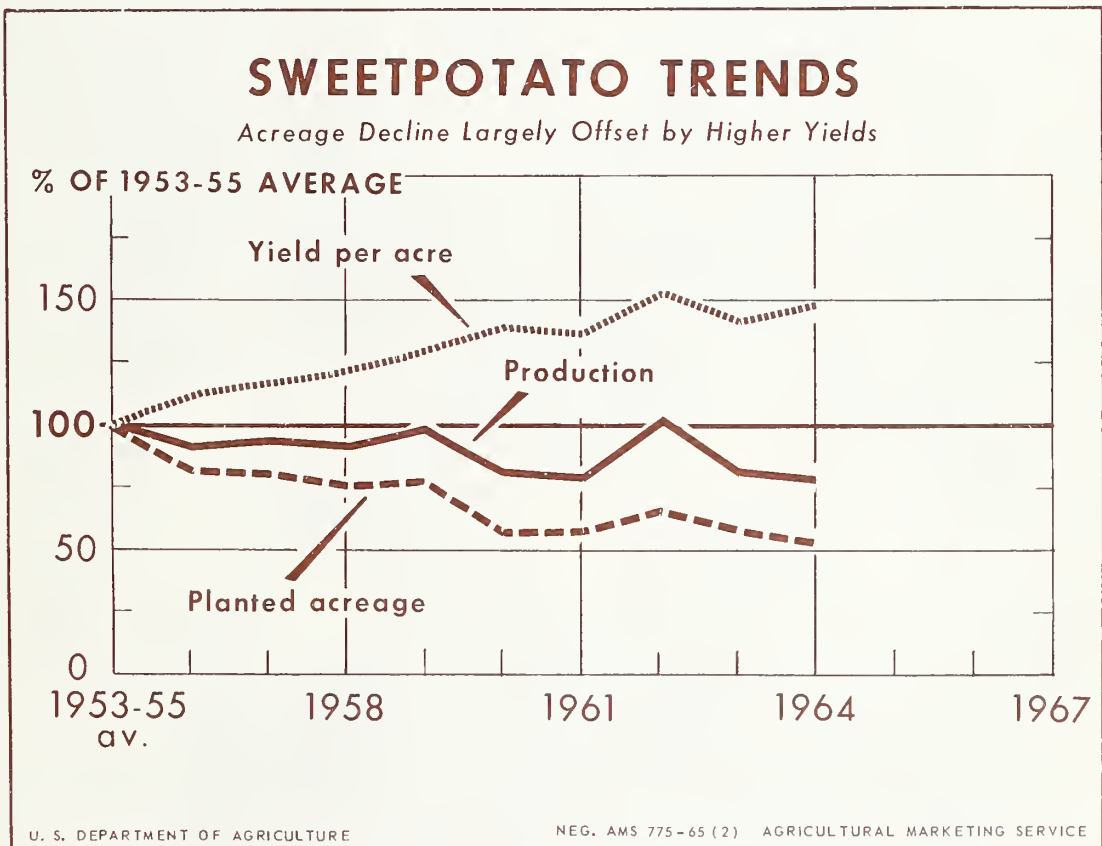
Comments: Despite the strong market which prevailed for storage supplies during the late winter and early spring of 1964, the long-term downward trend in total United States sweetpotato acreage was resumed in 1964. Nationally, acreage in 1964 was 9 percent less than in 1963 and the lowest recorded in this century. Compared to 1963, acreage in the Lower Atlantic Region was only slightly smaller. The South Central Region, however, which typically accounts for a little more than half the U. S. total acreage, had about 15 percent less acreage. California plantings were slightly larger than in 1963.

In addition to the acreage reduction, yields in many areas fell short of their potential. There was a general delay in transplanting in southern and eastern areas because of unusually dry weather. Much of the California crop was held back by frosts and generally cool weather. Some crops in the South continued to suffer because of a moisture shortage, but others, including those in Louisiana, Tennessee and Alabama received rain during July. Improved moisture conditions also prevailed in Atlantic Coast States during July. Through August and September, conditions varied considerably. Losses resulting from hurricane "Hilda" in Louisiana were light, but some production was lost in North Carolina because of extremely heavy rainfall. The net result of the weather pattern during 1964 was a U. S. average yield 3 percent less than the high level attained in 1962 but 9 percent more than the 1958-62 average.

Through mid-December, 1964 total marketings from the three largest producing regions were about as large as in 1963. Movement from California, however, was more than a tenth less than in the previous year. The usual seasonal price decline during August, September and October was limited. Interruptions in harvesting and lateness of crops in some areas tended to bolster the early market. Prices remained strong in November and early December after harvesting was completed. In general, prices were well above the moderate levels which prevailed in 1963. Supplies of fresh market sweetpotatoes available for late season marketing probably are about the same as a year ago. Consequently, it is expected that market prices through the first half of 1965 will be relatively high.

With normal weather for growing and harvesting 1965 crops, early-season market prices may not be as attractive as they were during 1964. Nevertheless, the total demand during the 1964-65 season should be as large as it was last season. Growers can probably market an equal volume of supplies at satisfactory prices.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and 1962-63 average yields by states, will result in a production about equal to 1964.



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